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ABSTRACT

These materials for a five-unit course were developed to introduce secondary and postsecondary students to the use of electronic equipment in marketing. The units cover the following topics: electronic marketing as a valid marketing approach; telemarketing; radio electronic media marketing; television electronic media marketing; and cable TV electronic media marketing. The first section of the manual is designed to show teachers how to use the materials and includes an explanation of instructional elements, an instructional task analysis for each unit, a glossary, and a list of 18 references. The instructional elements for the units include objectives, suggested activities, information sheets, handouts, transparency masters, assignment sheets, job sheets, tests, and test answers. Some elements, such as the information sheets, include line drawings. (CML)

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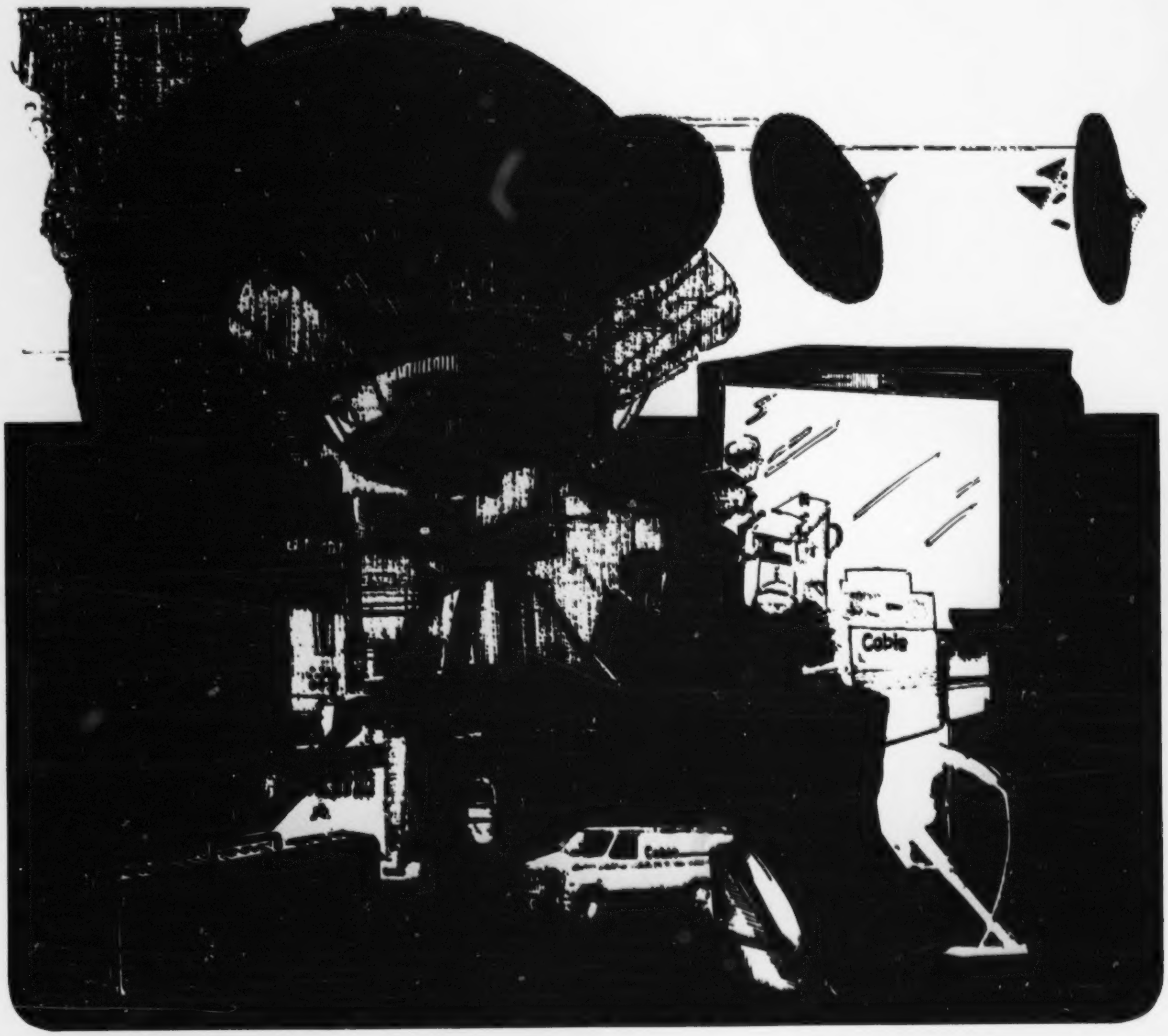

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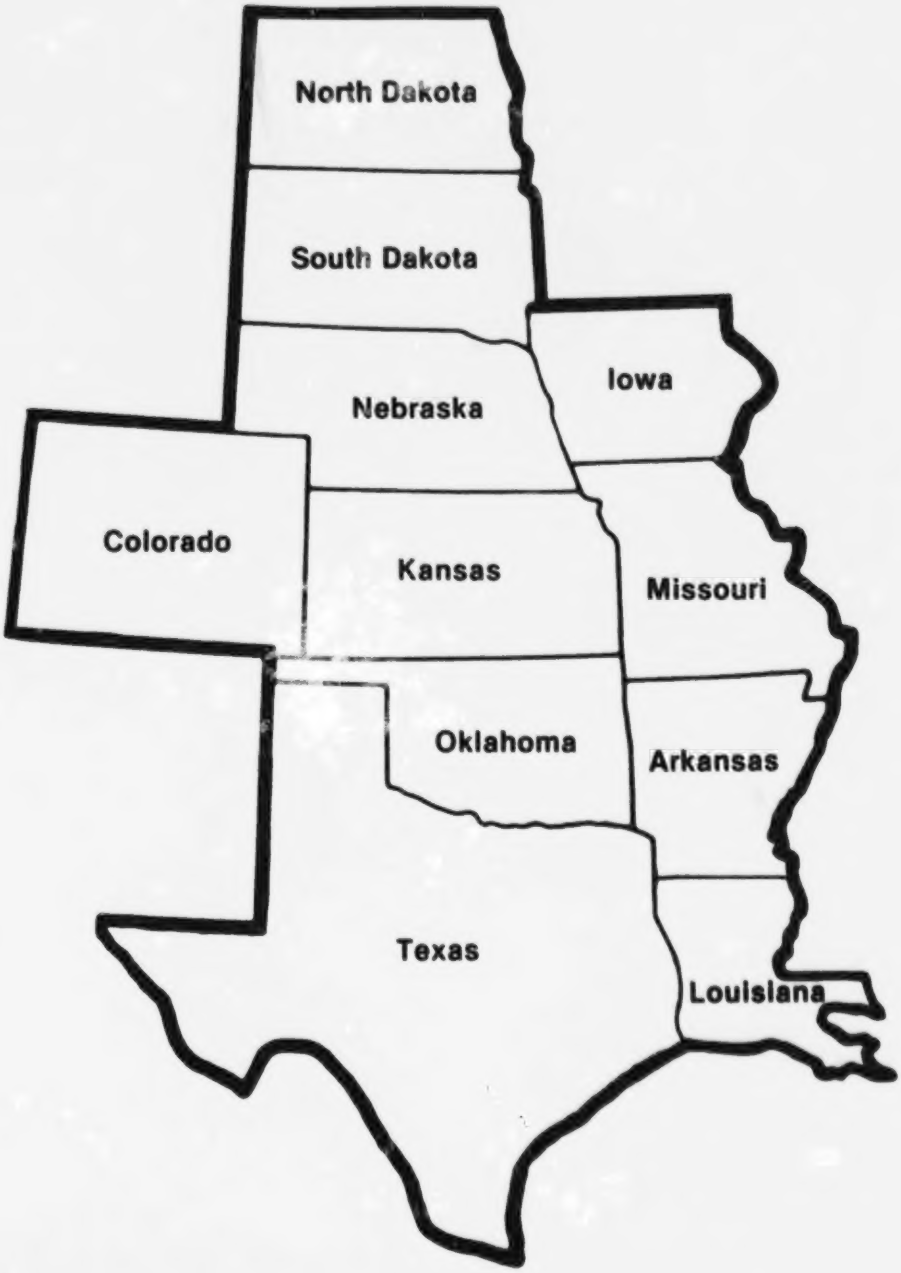
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INTRODUCTION
TO
ELECTRONIC MARKETING

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INTRODUCTION TO ELECTRONIC MARKETING

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FOREWORD

Introduction to Electronic Marketing covers the various types of electronic marketing, including the use of telephone, radio, television, and cable television. There are many potential electronic marketing applications in business and industry and the use of this technology is rapidly increasing. This publication explores some of the uses and presents information on ways to reach a target market as well as to determine the most efficient and cost effective methods of promotion.

To successfully use this publication, the student should be currently enrolled in a marketing education class or have a basic understanding of marketing principles.

Every effort has been made to make this publication basic, readable, and, by all means, usable. Three vital parts of instruction have been intentionally omitted from this publication: motivation, personalization, and localization. Those areas are left to the individual instructors and instructors should capitalize on them.

Harley Schlichting, Chairman
Board of Directors
Mid-America Vocational
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USE OF THIS PUBLICATION

Instructional Units

Introduction to Electronic Marketing contains five units of instruction. Each instructional unit includes some or all of the basic components of a unit of instruction; performance objectives, suggested activities for teachers and students, information sheets, assignment sheets, job sheets, visual aids, tests, and answers to the tests. Units are planned for more than one lesson or class period of instruction.

Careful study of each instructional unit by the teacher will help to determine:

A. The amount of material that can be covered in each class period
B. The skills which must be demonstrated

   1. Supplies needed
   2. Equipment needed
   3. Amount of practice needed
   4. Amount of class time needed for demonstrations

C. Supplementary materials such as pamphlets or filmstrips that must be ordered
D. Resource people who must be contacted

Objectives

Each unit of instruction is based on performance objectives. These objectives state the goals of the course, thus providing a sense of direction and accomplishment for the student.

Performance objectives are stated in two forms: unit objectives, stating the subject matter to be covered in a unit of instruction; and specific objectives, stating the student performance necessary to reach the unit objective.

Since the objectives of the unit provide direction for the teaching-learning process, it is important for the teacher and students to have a common understanding of the intent of the objectives. A limited number of performance terms have been used in the objectives for this curriculum to assist in promoting the effectiveness of the communication among all individuals using the materials.

Reading of the objectives by the student should be followed by a class discussion to answer any questions concerning performance requirements for each instructional unit.

Teachers should feel free to add objectives which will fit the material to the needs of the students and community. When teachers add objectives, they should remember to supply the needed information, assignment and/or job sheets, and criterion tests.

Suggested Activities for the Instructor

Each unit of instruction has a suggested activities sheet outlining steps to follow in accomplishing specific objectives. Duties of instructors will vary according to the particular unit; however, for best use of the material they should include the following: provide students with objective sheet, information sheet, assignment sheets, and job sheets; preview filmstrips, make transparencies, and arrange for resource materials and people; discuss unit and specific objectives and information sheet; give test. Teachers are encouraged to use any additional instructional activities and teaching methods to aid students in accomplishing the objectives.

Information Sheets

Information sheets provide content essential for meeting the cognitive (knowledge) objectives in the unit. The teacher will find that the information sheets serve as an excellent guide for presenting the background knowledge necessary to develop the skill specified in the unit objective.

Students should read the information sheets before the information is discussed in class. Students may take additional notes on the information sheets.

Transparency Masters

Transparency masters provide information in a special way. The students may see as well as hear the material being presented, thus reinforcing the learning process. Transparencies may present new information or they may reinforce information presented in the information sheets. They are particularly effective when identification is necessary.

Transparencies should be made and placed in the notebook where they will be immediately available for use. Transparencies direct the class's attention to the topic of discussion. They should be left on the screen only when topics shown are under discussion.

Assignment Sheets

Assignment sheets give direction to study and furnish practice for paper and pencil activities to develop the knowledge which is a necessary prerequisite to skill development. These may be given to the student for completion in class or used for homework assignments. Answer sheets are provided which may be used by the student and/or teacher for checking student progress.

Job Sheets

Job sheets are an important segment of each unit. The instructor should be able to demonstrate the skills outlined in the job sheets. Procedures outlined in the job sheets give direction to the skill being taught and allow both student and teacher to check student progress toward the accomplishment of the skill. Job sheets provide a ready outline for students to follow if they have missed a demonstration. Job sheets also furnish potential employers with a picture of the skills being taught and the performances which might reasonably be expected from a person who has had this training.

Test and Evaluation

Paper-pencil and performance tests have been constructed to measure student achievement of each objective listed in the unit of instruction. Individual test items may be pulled out and used as a short test to determine student achievement of a particular objective. This kind of testing may be used as a daily quiz and will help the teacher spot difficulties being encountered by students in their efforts to accomplish the unit objective. Test items for objectives added by the teacher should be constructed and added to the test.

Test Answers

Test answers are provided for each unit. These may be used by the teacher and/or student for checking student achievement of the objectives.

INTRODUCTION TO ELECTRONIC MARKETING

INSTRUCTIONAL/TASK ANALYSIS

PRACTICAL APPLICATION: What The Student Should Be Able to Do (Psychomotor)

RELATED INFORMATION: What the Student Should Know (Cognitive)

UNIT I: ELECTRONIC MARKETING—A VALID MARKETING APPROACH

1. Terms and definitions
2. Reasons why electronic media marketing is a valid marketing approach
3. Characteristics of electronic media
4. Reasons why the acquisition of information is important
5. Stages of a product life cycle
6. Purposes of place (distribution) management
7. Purposes of promotion management
8. Purposes of price management
9. Purposes of product management
10. Stages of the customer creation process
11. Functions of market penetration strategy
12. Functions of product development strategy
13. Functions of market development strategy
14. Advantages of electronic direct marketing to the consumer
15. Advantages of electronic direct marketing to the marketer
16. Ways business-to-business marketing uses electronic direct marketing

PRACTICAL APPLICATION: What The Student Should Be Able To Do (Psychomotor)	RELATED INFORMATION: What the Student Should Know (Cognitive)
	17. Characteristics of relationship marketing
	18. Aspects of support media marketing
	19. Reasons to use support media
	20. Examples of interactive video being used as a support medium
	21. Future of electronic marketing
22. Respond to electronic media marketing	
23. Identify the four stages of the product life cycle for a specific product	
24. List activities to achieve market penetration, product development, and market development	

UNIT II: TELEMARKETING

	1. Terms and definitions
	2. Advantages of using the telephone as a marketing tool
	3. Reasons for telemarketing's rapid growth
	4. Purposes of Wide Area Telephone Service (WATS)
	5. Power of the telephone
	6. Ways to apply telemarketing
	7. Types of telemarketing support
	8. General skill requirements of a telemarketer
	9. Compensation plans for a telemarketer
	10. Motivation and incentive plans for a telemarketer

PRACTICAL APPLICATION: What The Student Should Be Able To Do (Psychomotor)	RELATED INFORMATION: What the Student Should Know (Cognitive)
	11. Key motivational factors
	12. Considerations concerning burnout/turnover
	13. What a telemarketer should learn in training
	14. Elements of a telemarketing reference guide
	15. Conditions under which an in-house telemarketing center may be more appropriate than a service bureau
	16. Conditions under which a service bureau may be more appropriate than an in-house telemarketing center
	17. Equipment, facilities, and environmental design considerations for a telemarketing center
18. Collect telemarketing support examples	
19. Develop a telemarketing script	
20. Role play a telemarketing call	

UNIT III: RADIO ELECTRONIC MEDIA MARKETING

1. Terms and definitions
2. Reasons why the radio is prevalent
3. Advantages of using the radio as an advertising medium
4. Factors to consider in buying radio time
5. Factors to consider in creating a spot
6. Ways a spot can be produced and aired

PRACTICAL APPLICATION: What The Student Should Be Able To Do (Psychomotor)

RELATED INFORMATION: What the Student Should Know (Cognitive)

7. Conduct an audience survey of radio stations in your market
8. Determine a target market
9. Create and produce an advertising spot

UNIT IV: TELEVISION ELECTRONIC MEDIA MARKETING

1. Terms and definitions
2. Reasons why television is widely used in marketing
3. Network TV spots and local TV station spots
4. Advantage of a spot purchase to the direct marketer
5. Reasons why the quality of the direct response TV commercials has increased
6. Factors of rating and response
7. Procedure for selecting the appropriate station in your market
8. Motivational elements of a commercial
9. Ways to establish commercial credibility
10. Factors in determining commercial length
11. Trends in commercial lengths
12. Testing and production considerations
13. Film vs. videotape usage in ad production
14. Testing and analyzing results of TV commercials

PRACTICAL APPLICATION: What The Student Should Be Able To Do (Psychomotor)	RELATED INFORMATION: What the Student Should Know (Cognitive)
15. Prepare a TV viewing log	
16. Write a TV ad promoting a product or a service	
17. Produce a TV ad using film or videotape	

UNIT V: CABLE TV ELECTRONIC MEDIA MARKETING

	1. Terms and definitions
	2. Growth of cable TV
	3. Advantages/disadvantages of cable TV marketing
	4. Ways marketers can overcome uncertainty of message delivery
	5. Reasons cable subscriber lists are valuable
	6. Ways to puchase time on cable TV
	7. Steps in satellite system transmission
	8. Trends in the cable industry
	9. Reasons cable home shopping attracts the consumer
	10. "Electronic mall" concept
11. Interview a cable TV station manager	
12. Determine where and when to advertise selected products on cable TV	
13. Write a brief report about the "electronic mall" concept	

INTRODUCTION TO ELECTRONIC MARKETING

GLOSSARY

Action statement — Encouragement to the listener to take action

Boiler room — Telephone selling that lacks professionalism due to concentration on call volume, high pressure, and poor work environment

Brand loyalty — Consumer preference to a particular brand; it is created by promotion, quality control, and guarantees

Breakeven point — Revenues equal expenses

Burnout — Decreased job performance or motivation

Business-to-business marketing — Marketing to businesses, usually segmented by industry, function, or job title

Business-to-business telemarketing — Marketing to businesses, usually segmented by industry, function, or job title

Business-to-consumer telemarketing — Marketing to individuals at the residences

Cablehead-end — The receiving location where all signals received are fed into customer's home cable television

Cable TV — Distribution of audio/visual signals by means of a wire (cable) system as opposed to open air (broadcast) system

Close-ended questions — Used to elicit a specific response, usually yes or no

Coaxial cable — Insulated hollow copper cylinder containing a signal wire conductor to transmit signals

Copy — Explanation of offer

Cost per thousand (CPM) — Cost per minute times 1,000 divided by audience size

Demographics — A form of market segmentation in which the market is divided into groups on the basis of variables such as population, age, sex, households, families, income, occupation, and education

Demographic flexibility — Ability to adjust to variables such as age, sex, income, occupation, and education

Direct lead — Potential customer who has inquired or indicated an interest in the product or service

Direct marketing — Total activity by which a marketer directs efforts to a targeted audience, using one or more media to solicit a response from a prospect or a customer

Direct response — Action taken as a result of receiving an advertising message via any medium

Direct sale — A sale made as a result of direct consumer response to an ad or a sales call

Drive time — Hours when people are most apt to be in their cars driving to and from work

Electronic mall — A shopping place which is accessed through cable carrier and television and telephone

Electronic media — Network television, cable television, radio, telephone, and interactive videos

Electronic media marketing — Method of conducting sales functions and assisting customers using electronic media

Frequency — The number of times an advertising spot is to run

Fulfillment — Completion of an order

Full-account management — A full service operation; it is a total effort which includes sales, service, and follow-up

Headline — Attention getter

Inbound calls — Calls that are received at a telemarketing center

In-house telemarketing — Telemarketing operations being performed by specially trained internal personnel of a company to market that company's own products or services

Interactive video — An electronic medium which allows immediate two-way communications through the use of a screen or touch pad

Inventory — Available time to sell

Lead — Potential customer who has inquired or indicated interest

Market development — Seeks to increase sales through the introduction of current products into new markets

Market penetration — Positioning current products in current markets through more aggressive marketing efforts

Market segmentation — The process of dividing the total market into smaller segments of people who are similar to one another in behavior, life-style, and goals

Market share — The portion of the total market that buys a firm's product, usually expressed as a percentage of that market

Marketing mix — A marketing concept involving the four major parts of marketing—product, price, place, and promotion

Mass market — Large quantity of potential customers

Measurement tool — Technique used to provide enough data to measure audience and prove performance

Media — Methods or outlets used by the advertiser to reach customers

Narrowcasting — Aiming a broadcast at a narrowly defined area or audience

Open-ended question — Not requiring a yes or no answer, but allowing the respondents to reply in greater detail

Outbound calls — Calls made to a prospect or customer from a telemarketing center

Package — A series of spots to be given over a specified period of time

Preemptible — Station has the option to replace your ad

Primary medium — The main medium used to promote a message

Print media — Newspapers, magazines, shoppers' guides, direct mail, and other printed materials and publications

Promotion — Attempt to persuade potential buyers to select a specific product or service

Queue — Sequence of messages or jobs held in auxiliary storage waiting to be sent

Reach — The number of potential listeners

Relationship marketing — Developing continuing customers via personal interaction

Rollout — Phased implementation of an entire promotional program

Run-of-station (ROS) — Spots with lowest rates scheduled by the station and are usually preemptible

Satellite transmission — Beaming and receiving signals via satellites

Script — Prepared text presentation that is closely followed by the telemarketer as a tool to convey a specific message to the customer

Selective audience — Choosing the group of people who would want or have a need for a specific product or service

Spot — A time segment, usually 15, 30, or 60 seconds

Support advertising — Secondary medium to support an effort in the primary medium

Support medium — Secondary medium used to support the primary medium

Target audience — A specific segment of the mass market

Target market — A group of persons for who a marketer creates and maintains a marketing mix that specifically fits the needs and preferences of that group

Telecommunications — Electronic transmission of voice, data, or video

Telemarketer — A person who places or receives calls as part of a telemarketing operation

Telemarketing — Incorporation of telecommunication technology with the latest marketing and management techniques in a planned, controlled, coordinated marketing environment

Telemarketing reference guide — Provides a continual, consistent, and convenient reference for the telemarketer

WATS Service — Long-distance service for outbound calls to specifically service areas, in-state or out-of-state, at a lower cost than long distance for large calling volumes

800 Service — Inbound WATS-like service allowing callers to call without charge or operator intervention; the call recipient pays for the call

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ELECTRONIC MARKETING — A VALID MARKETING APPROACH
UNIT I

UNIT OBJECTIVE

After completion of this unit, the student should be able to demonstrate the management of the marketing mix (product, price, place, and promotion) utilizing the electronic media. Competencies will be demonstrated by completing the assignment sheets and the unit test with a minimum score of 85 percent.

SPECIFIC OBJECTIVES

After completion of this unit, the student should be able to:

1. Match terms related to electronic marketing with their correct definitions.
2. Select true statements concerning reasons why electronic media marketing is a valid marketing approach.
3. Complete statements concerning characteristics of electronic media.
4. Select true statements concerning reasons why the acquisition of information is important in electronic media marketing.
5. Match stages of a product life cycle with their correct descriptions.
6. Select true statements concerning the purposes of place (distribution) management.
7. Complete statements concerning the purposes of promotion management.
8. List the two purposes of price management.
9. Complete statements concerning the purposes of product management.

OBJECTIVE SHEET

10. Distinguish among the stages of the customer creation process.
11. Select true statements concerning functions of market penetration strategy.
12. Complete statements concerning functions of product development strategy.
13. List two functions of market development strategy.
14. Match the advantages of electronic direct marketing to the consumer with their descriptive benefits.
15. Distinguish among advantages of electronic direct marketing to the marketer.
16. Select from a list ways business-to-business marketing uses electronic direct marketing.
17. Complete statements concerning characteristics of relationship marketing in business-to-business marketing.
18. Complete statements concerning aspects of support media marketing.
19. Select from a list reasons to use support media.
20. Match examples of interactive video being used as a support medium with their correct descriptions.
21. Complete statements concerning the future of electronic marketing.
22. Respond to electronic media marketing. (Assignment Sheet #1)
23. Identify the four stages of the product life cycle for a specific product. (Assignment Sheet #2)
24. List activities to achieve market penetration, product development, and market development. (Assignment Sheet #3)

ELECTRONIC MARKETING —
A VALID MARKETING APPROACH
UNIT I

SUGGESTED ACTIVITIES

A. Obtain additional materials and/or invite resource people to class to supplement/reinforce information provided in this unit of instruction.

(NOTE: This activity should be completed prior to the teaching of this unit.)

B. Make transparencies from the transparency masters included with this unit.

C. Provide students with objective sheet.

D. Discuss unit and specific objectives.

E. Provide students with information and assignment sheets.

F. Discuss information and assignment sheets.

(NOTE: Use the transparencies to enhance the information as needed.)

G. Integrate the following activities throughout the teaching of this unit:

1. Discuss ways fraud is controlled in electronic marketing.
2. Discuss existing and pending legislation on the state and federal level which will affect electronic marketing.
3. Have students research Home Shopping Network or the use of interactive video as a marketing tool.
4. Have students check products at home (canned or packaged items) to see how many have consumer service toll-free numbers listed on them. (Hint: General Mills, Inc., General Foods Corporation, and Proctor & Gamble products have toll-free numbers.)
5. Meet individually with students to evaluate their progress through this unit of instruction, and indicate to them possible areas for improvement.

H. Give test.

I. Evaluate test.

J. Reteach if necessary.

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J. *Telemarketing: Marketing Strategies*: AT&T, 1983.

SUGGESTED SUPPLEMENTAL MATERIAL

Media

A. "Advertising Media". D.E. VISUALS, 3595 N.W. 83rd Avenue, Sunrise, FL 33321. Call (305) 741-6438.

B. "Classifying Consumer and Industrial Goods". D.E. VISUALS. (See A)

C. "Promotional Mix Strategy". D.E. VISUALS. (See A)

D. "Telecommunications/Technology and Devices". MPC Educational Publishers, 3839 White Plains Road, Bronx, New York 10467-5394. Call toll free: 1-800-223-8055. New York and Canada, call collect: 212-881-3000.

Other

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(NOTE: A catalog is issued each year, listing books, films, games, etc.)

ELECTRONIC MARKETING — A VALID MARKETING APPROACH
UNIT I

INFORMATION SHEET

I. **Terms and definitions**

A. Brand loyalty — Consumer preference to a particular brand; it is created by promotion, quality control, and guarantees

B. Business-to-business marketing — Marketing to businesses, usually segmented by industry, function, or job title

C. Direct lead — Potential customer who has inquired or indicated an interest in the product or service

D. Direct marketing — Total activity by which a marketer directs efforts to a targeted audience, using one or more media to solicit a response from a prospect or a customer

E. Direct response — Action taken as a result of receiving an advertising message via any medium

F. Direct sale — A sale made as a result of direct consumer response to an ad or a sales call

G. Electronic media — Network television, cable television, radio, telephone, and interactive videos

H. Electronic media marketing — Method of conducting sales functions and assisting customers using electronic media

I. Full-account management — A full service operation; it is a total effort which includes sales, service, and follow-up

J. Interactive video — An electronic medium which allows immediate two-way communications through the use of a screen or touch pad

K. Market development — Seeks to increase sales through the introduction of current products into new markets

L. Market penetration — Positioning current products in current markets through more aggressive marketing efforts

M. Market share — The portion of the total market that buys a firm's product, usually expressed as a percentage of that market

N. Marketing mix — A marketing concept involving the four major parts of marketing—product, price, place, and promotion

O. Primary medium — The main medium used to promote a message

P. Print media — Newspapers, magazines, shoppers' guides, direct mail, and other printed materials and publications

INFORMATION SHEET

Q. Relationship marketing — Developing continuing customers via personal interaction

R. Support medium — Secondary medium used to support the primary medium

S. Target market — An identified customer segment at which a marketing mix (product, price, place, and promotion) is aimed

II. **Reasons why electronic media marketing is a valid marketing approach**

A. Powerful and fast-growing approach due to the acquisition of information

B. Integration of the marketing mix (product, place, promotion, and price) and the communication mix

C. Direct marketing efforts merged with telecommunications

D. Adaptability to the changing business environment

E. Support marketing tool used in virtually every type of industry in the world today

F. Often the first marketing tool used by new industries and by new entries in established industries

III. **Characteristics of electronic media**

A. Television, radio, and the telephone each have unique attributes that can be used to generate excitement in a product or idea.

B. Television allows the consumer to see or hear a product in action.

C. Radio and telephone presentations can stimulate the imagination and create action.

D. Television, radio, and telephone messages are presented one at a time allowing the consumer to consider each ad individually.

(NOTE: Print ads in magazines may be placed on a page containing a number of ads. These ads may be unrelated but will, nevertheless, compete for the consumers' attention. This increases the probability that an ad would go unnoticed.)

E. A relationship exists between levels of consumer attentiveness to a program on TV and the response to a commercial.

F. Electronic media can be thought of as an envelope already opened. The commercial offering, whether it be via television, radio, or telephone, is at least presented to the consumer.

INFORMATION SHEET

IV. **Reasons why the acquisition of information is important in electronic media marketing**

A. Information is the key that converts this marketing tool into a science.

B. Information is the foundation of knowledge or the data bank which the marketer needs to use in developing business strategies in a scientific method.

C. The response from a promotion can be tracked revealing how many people bought it, how much they paid for it, etc.

D. Forecasts of return on advertising investment can be made.

E. Information could lead to new ads, new client lists, and the creation of new businesses.

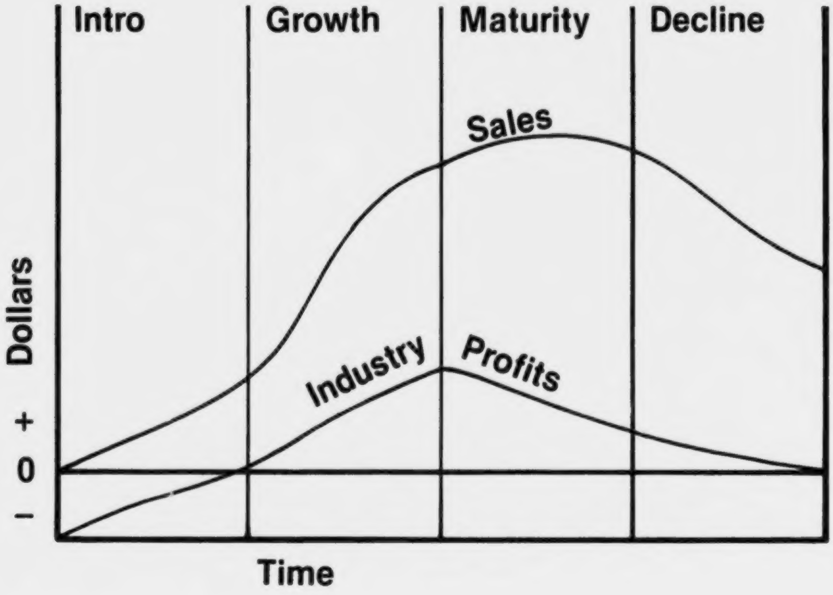
V. **Stages of a product life cycle** (Transparency 1)

A. Introductory stage — Promote product making potential customer aware and interested in buying the product

B. Growth stage — Capture loyal customers and become the market leader

C. Maturity stage — Product must be differentiated and a new promotion must begin

D. Decline stage — Sell off the product quickly and reap a profit or minimize a loss



INFORMATION SHEET

VI. **Purposes of place (distribution) management**

A. Make the product available to customers where they want it

B. Expedite new product announcements

C. Handle inventory among distant distribution points

D. Check on competitive reaction from region to region as a new product is introduced

E. Qualify sales leads and distribute appropriately

F. Handle inquiries with greater expertise

VII. **Purposes of promotion management**

A. Provides a communications link between marketer and customer

B. Tracks which media produces the highest quality sales and/or sales leads; media not contributing should be dropped

C. Influences each stage of the consumer adoption cycle

(NOTE: Refer to Objective X in this unit for information about the consumer adoption cycle.)

VIII. **Purposes of price management**

A. Be profitable

B. Create a competitive edge by positively influencing buyer opinion

IX. **Purposes of product management**

A. Design and develop products to meet customer needs

B. Develop brand identity, recognition, and loyalty

C. Direct stages of the product life cycle

X. **Stages of the customer creation process** (Transparency 2)

(NOTE: The following is reprinted with permission from AT&T.)

A. Awareness

1. Recognition by a potential customer that a product or service is available.

INFORMATION SHEET

2. Marketer can accurately target the desired market group.

   EXAMPLE: If most buyers of Product X are women over 35 who are in management positions and the people found to be the recipients of the promotional message are also described by the above characteristics, then the marketing communication has been accurate.

B. Interest

1. Time required for acquisition of the product

2. Convenience in acquisition of the product

C. Conviction

1. Objections determined and resolved

2. Buyer convinced of the optimum selection

D. Trial and repeat purchase

1. Product is bought

2. Concurrent assessment of the values of the product is made

3. Establishment of attitude toward the product and the company which manufactured and marketed the product

4. Maintenance of customer patronage through a full-account management program resulting in brand loyalty

XI. Functions of market penetration strategy

A. Seek increased sales for current products in current markets through more aggressive marketing efforts.

B. Persuade present customers to purchase larger amounts.

C. Entice customers from competitors and enlarge market share.

D. Convince prospective customers who are similar to present customers to start buying the product.

INFORMATION SHEET

XII. **Functions of product development strategy**

A. Seek increased sales through development of new or improved products for their current market(s).

B. Develop an expanded line of products for current customers giving the customers a greater range of options.

C. Replace or "phase out" products which are becoming obsolete with revised, new, or improved versions.

(NOTE: Use electronic media in new product introduction speeding up the communication flow through the distribution channel.)

XIII. **Functions of market development strategy**

A. Seek increased sales through introduction of current products into new markets.

EXAMPLE: New geographical markets and/or new types of customers

B. Test new markets reducing some risk.

(NOTE: Use electronic marketing to gain information identifying prospects and selecting media to get advertising message out more quickly. The new market "experience curve" is accelerated.)

XIV. **Advantages of electronic direct marketing to the consumer**

A. Convenience — Fast and easy, front door delivery, 24 hour service, product supported, and questions answered

B. Economy — Saves gasoline and other transportation costs

C. Selection — Varied choice of products; may give customers access to products that local outlets may seldom stock or offer

XV. **Advantages of electronic direct marketing to the marketer**

A. Selectivity

1. Can target individuals most likely to purchase the product or service
2. Will ensure a higher probability of a response

B. Immediacy

1. Immediate response lets a marketer assess his or her performance quickly.

INFORMATION SHEET

    2. The electronic media provide results faster than other forms of direct marketing.
    3. Marketer can attack or regroup in order to increase profits or reduce costs as a result of immediate feedback.
  C. Measurability
    1. Can pinpoint precisely which of a number of test promotions are most successful.
    2. Can track progress through feedback or lack thereof.
  D. Cost accountability and cost effectiveness
    1. Direct marketing makes it possible for marketers to account for costs and tie these costs very closely to the products or services they sell.
    2. Through control that direct marketing provides, a campaign can be adjusted, modified, or deleted to take advantage of the most profitable marketing approach.
    3. Marketing expenditures and efforts can be directed into those areas that will provide the highest return, thus increasing the cost-effectiveness of every dollar spent.

XVI. **Ways business-to-business marketing uses electronic direct marketing**
  A. Lead generation
  B. Sales
  C. Account maintenance
  D. Targeting clients' needs
  E. Customer service
  F. Stimulation/response

XVII. **Characteristics of relationship marketing in business-to-business marketing**
  A. Customer satisfaction is assured, leading to additional sales.
  B. Effective communication exists between marketer and customer.
  C. Long-term relationship is established.
  D. Results justify cost.
  E. Steady development is key to growth.

INFORMATION SHEET

XVIII. Aspects of support media marketing

A. Calls attention to a primary medium which carries the direct response offer

EXAMPLE: American Family ad featuring Ed McMahon asking you to watch your mail and quickly return your envelope to be included in the sweepstakes.)

B. Planning and implementation must always be in terms of its effect on the medium it supports

C. May not lower cost per order but may increase number of orders obtained from other media

EXAMPLE: If a $100,000 preprint insertion would ordinarily produce 20,000 responses at $5 each, the addition of support cannot be counted on to lower the cost to $4. It can increase the number of $5 orders. If the preprint in this example is supported by a $50,000 television campaign, the objective should be to receive 30,000 responses from the insertion.

XIX. Reasons to use support media

A. Message perception is enhanced by more than one media exposure.

B. Audio and visual stimulus helps in understanding and interpreting advertising message.

C. Awareness increases through added exposure.

D. Believability may be increased.

E. Skepticism can be overcome.

F. The more media used, the greater the potential response.

G. Marginal returns in off-months can be increased.

XX. Examples of interactive video being used as a support medium

A. Buy-video — A video purchase system where customers view merchandise displayed on the video, order the merchandise, and have their selection delivered to them

B. Video square — Prints out coupons and airs snippets (small parts) from TV spots

C. Catalina marketing — System that spins out cents-off coupons at checkout

INFORMATION SHEET

D. Cuisine machine — Prints out recipes

EXAMPLE: A retailer would place the machine next to the fish department and provide customers with suggested fish recipes.

E. Floor information center (Armstrong Floor Covering) — Contains a computer-controlled laser videodisc player; shoppers can view demonstrations which help answer questions most frequently asked in purchasing a new vinyl floor

XXI. The future of electronic marketing

A. Current trends indicate electronic marketing will increase.

EXAMPLE: Home Shopping Club, J.C. Penney's Telaction, IBM and Sear's Trintex

B. Electronic marketing can help solve business problems occurring due to changes in the business environment.

EXAMPLES: Shifts in consumer life-styles, workforce demographics (more women working), shortages of capital, recessionary cycles, international trade, and new technologies.

C. Data bases will increase, and information management will be very important.

D. Electronic marketing as a cost-efficient tool will be able to increase profits.

E. Telecommunications technology updating will be critical to compete.

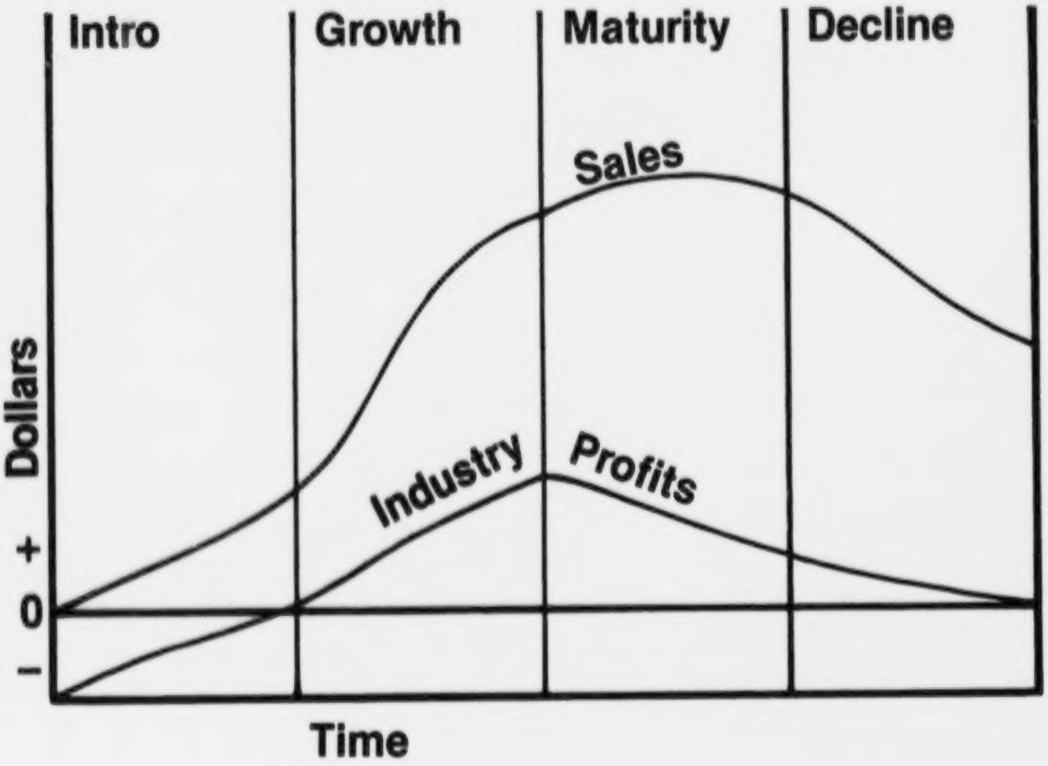
F. International trade using electronic marketing will continue to provide a competitive edge.

G. Legislation at the state and federal levels will increase.

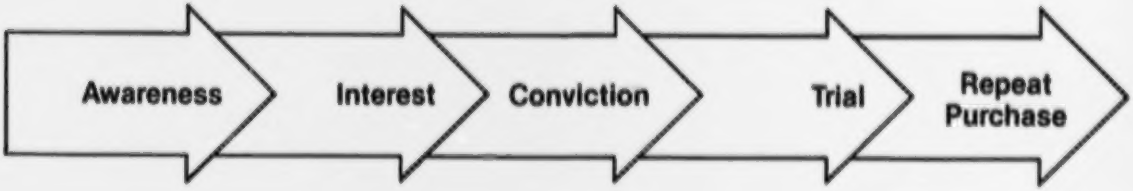
H. New jobs will be created.

I. Electronic marketing will continue to be the fastest growing marketing technique.

Stages of a Product Life Cycle



Stages of the Customer Creation Process



Awareness

Interest

Conviction

Trial

Repeat Purchase

Courtesy of AT&T

ELECTRONIC MARKETING —
A VALID MARKETING APPROACH
UNIT I

ASSIGNMENT SHEET #1 — RESPOND TO ELECTRONIC MEDIA MARKETING

NAME ____________________ SCORE ____________________

PART I

Directions: The American family is exposed to various electronic media every day. In the space below, list the electronic media you are exposed to.

____

____

____

____

____

____

PART II

Directions: Select one of the above electronic media. Watch or listen to an advertisement and/or a request for a sale. Describe the advertisement and/or request for a sale here .

____

____

____

Place a check mark (✓) in the box(es) that best describe(s) your reaction to the advertisement and/or request for a sale:

Became aware of the product and/or service	☐
Became interested in the product and/or service	☐
Convinced to buy the product and/or service	☐
Purchased the product and/or service	☐
Repeat purchase of the product and/or service	☐

ELECTRONIC MARKETING —
A VALID MARKETING APPROACH
UNIT I

ASSIGNMENT SHEET #2 — IDENTIFY THE FOUR STAGES OF THE PRODUCT LIFE CYCLE FOR A SPECIFIC PRODUCT

NAME ____________________ SCORE ____________________

A. List one of your favorite products. ____________________

B. List the medium and/or media in which you see and/or hear the product advertised.

____

C. Identify the stage of the product life cycle your product is now in. Position your product in its present stage of the product life cycle in the chart below.

INTRO	GROWTH	MATURITY	DECLINE

D. Explain what has happened or might happen to your product during the four stages of the product life cycle:

Introduction Stage — ____________________

____

____

Growth Stage — ____________________

____

____

Maturity Stage — ____________________

____

____

Decline Stage — ____________________

____

____

ELECTRONIC MARKETING — A VALID MARKETING APPROACH
UNIT I

ASSIGNMENT SHEET #3 — LIST ACTIVITIES TO ACHIEVE MARKET PENETRATION, PRODUCT DEVELOPMENT, AND MARKET DEVELOPMENT

NAME ____________________ SCORE ____________________

Directions: Different business strategies must be used to attain specific goals of a company or firm. Using the same product you selected in Assignment #2, list an activity you would perform to achieve the goals for the following business strategies:

A. Market Penetration Strategy — ____________________

B. Product Development Strategy — ____________________

C. Market Development Strategy — ____________________

ELECTRONIC MARKETING — A VALID MARKETING APPROACH
UNIT I

ANSWERS TO ASSIGNMENT SHEETS

Assignment Sheet #1 — Evaluated to the satisfaction of the instructor.

Assignment Sheet #2 — Evaluated to the satisfaction of the instructor.

Assignment Sheet #3 — Answers will vary, but should include an activity to attain the following in each strategy.

A. Market Penetration Strategy

1. Seek increased sales for current products in current markets through more aggressive marketing efforts.
2. Persuade present customers to purchase larger amounts.
3. Entice customers from competitors and enlarge market share.
4. Convince prospective customers who are similar to present customers to start buying the product.

B. Product Development Strategy

1. Seek increased sales through development of new or improved products for their current market(s).
2. Develop an expanded line of products for current customers giving the customers a greater range of options.
3. Replace or "phase out" products which are becoming obsolete with revised, new, or improved versions.

C. Market Development Strategy

1. Seek increased sales through introduction of current products into new markets.
2. Test new markets reducing some risk.

ELECTRONIC MARKETING — A VALID MARKETING APPROACH
UNIT I

TEST

NAME ______________________ SCORE ______________________

1. Match the terms on the right with their correct definitions.

_____a. An identified customer segment at which a marketing mix (product, price, place, and promotion) is aimed

_____b. Method of conducting sales functions and assisting customers using electronic media

_____c. Consumer preference to a particular brand; it is created by promotion, quality control, and guarantees

_____d. Potential customer who has inquired or indicated an interest in the product or service

_____e. Seeks to increase sales through the introduction of current products into new markets

_____f. Action taken as a result of receiving an advertising message via any medium

_____g. Developing continuing customers via personal interaction

_____h. Total activity by which a marketer directs efforts to a targeted audience, using one or more media to solicit a response from a prospect or a customer

_____i. A full service operation; it is a total effort which includes sales, service, and follow-up

_____j. Marketing to businesses, usually segmented by industry, function, or job title

_____k. The main medium used to promote a message

_____l. A sale made as a result of direct consumer response to an ad or a sales call

1. Brand loyalty
2. Business-to-business marketing
3. Direct lead
4. Direct marketing
5. Direct response
6. Direct sale
7. Electronic media
8. Electronic media marketing
9. Full-account management
10. Interactive video
11. Market development
12. Market penetration
13. Market share
14. Marketing mix
15. Primary medium
16. Print media
17. Relationship marketing
18. Support medium
19. Target market

TEST

_____m. Positioning current products in current markets through more aggressive marketing efforts

_____n. A marketing concept involving the four major parts of marketing—product, price, place, and promotion

_____o. Secondary medium used to support the primary medium

_____p. Network television, cable television, radio, telephone, and interactive videos

_____q. Newspapers, magazines, shoppers' guides, direct mail, and other printed materials and publications

_____r. An electronic medium which allows immediate two-way communications through the use of a screen or touch pad

_____s. The portion of the total market that buys a firm's product, usually expressed as a percentage of that market

2. Select true statements concerning reasons why electronic media marketing is a valid marketing approach by placing an "X" in the blanks preceding the true statements.

_____a. It is often the first marketing tool used by new industries and by new entries in established industries.

_____b. Support marketing tools are successfully used in limited types of industry in the world today.

_____c. It is a powerful and fast-growing approach due to the acquisition of information.

_____d. It provides adaptability to the changing business environment.

_____e. It merges direct marketing efforts with telecommunication.

3. Complete the following list of statements concerning characteristics of electronic media by inserting the word(s) which best complete the statements.

a. Television, radio, and the telephone each have unique attributes that can be used to generate _____________ in a product or idea.

b. Television allows the consumer to _____________ or _____________ a product in action.

TEST

c. Radio and telephone presentations can stimulate the imagination and create ______________ .

d. Television, radio, and telephone messages are presented one at a time allowing the consumer to consider each ad ______________ .

e. A relationship exists between levels of consumer attentiveness to a program on TV and the response to a ______________ .

f. Electronic media can be thought of as an ______________ already opened. The commercial offering, whether it be via television, radio, or telephone, is at least presented to the consumer.

4. Select true statements concerning reasons why the acquisition of information is important in electronic marketing by placing an "X" in the blanks preceding the true statements.

______a. Forecasts of return on advertising investment can be made.

______b. Information could lead to new ads, new client lists, and the creation of new businesses.

______c. It is necessary before any business can be transacted.

______d. Information is the key that converts this marketing tool into a science.

______e. Information is the foundation of knowledge or the data bank which the marketer needs to use in developing business strategies in a scientific method.

______f. The response from a promotion can be tracked revealing how many people bought it, how much they paid for it, etc.

5. Match stages of a product life cycle on the right with their correct descriptions.

______a. Product must be differentiated and a new promotion must begin

______b. Capture loyal customers and become the market leader

______c. Sell off the product quickly and reap a profit or minimize a loss

______d. Promote product making potential customer aware and interested in buying the product

1. Introductory stage
2. Growth stage
3. Maturity stage
4. Decline stage

TEST

6. Select true statements concerning the purposes of place (distribution) management by placing an "X" in the blanks preceding the true statements.

_____a. Make the product available to customers where they want it

_____b. Handle inquiries with greater expertise

_____c. Handle inventory among distant distribution points

_____d. Check on competitive reaction from region to region as a new product is introduced

_____e. Create a competitive edge by placing product in limited distribution points

_____f. Qualify sales leads and distribute appropriately

7. Complete the following statements concerning the purposes of promotion management by inserting the word(s) which best complete(s) each statement.

a. Provides a ____________ ____________ between marketer and customer

b. Tracks which media produces the highest quality sales and/or ____________ ____________; media not contributing should be dropped

c. ____________ each stage of the consumer adoption cycle

8. List the two purposes of price management.

a. ____

b. ____

9. Complete the following statements concerning the purposes of product management by inserting the word(s) which best complete(s) each statement.

a. ____________ and ____________ products to meet customer needs.

b. Develop brand identity, recognition, and ____________.

c. Direct stages of the product ____________ ____________.

10. Distinguish among the stages of the customer creation process by placing an "A" for awareness, an "I" for interest, a "C" for conviction, and a "T" for trial and repeat purchase next to their descriptions.

_____a. 1. Product is bought

2. Concurrent assessment of the values of the product is made

3. Establishment of attitude toward the product and the company which manufactured and marketed the product

4. Maintenance of customer patronage through a full-account management program resulting in brand loyalty

TEST

_____b. 1. Recognition by a potential customer that a product or service is available.

2. Marketer can accurately target the desired market group.

_____c. 1. Time required for acquisition of the product

2. Convenience in acquisition of the product

_____d. 1. Objections determined and resolved

2. Buyer convinced of the optimum selection

11. Select true statements concerning functions of market penetration strategy by placing an "X" in the blanks preceding the true statements.

_____a. Seek increased sales for current products in current markets through more aggressive marketing efforts.

_____b. Persuade present customers to purchase smaller amounts.

_____c. Entice customers from competitors and enlarge market share.

_____d. Convince prospective customers who are similar to present customers to start buying the product.

12. Complete the following statements concerning functions of product development strategy by inserting the words which best complete each statement.

a. Seek increased sales through development of ____________ or ____________ products for their current market(s).

b. Develop an ____________ ____________ of products for current customers giving the customers a greater range of options.

c. Replace or "____________ ____________" products which are becoming obsolete with revised, new, or improved versions.

13. List two functions of market development strategy.

a. ____

____

b. ____

____

TEST

14. Match the advantage of electronic direct marketing to the consumer with its descriptive benefit. Write the correct numbers in the blanks.

______a. Saves gasoline and other transportation costs

______b. Varied choice of products may give customers access to products that local outlets may seldom stock or offer

______c. Fast and easy, front door delivery, 24-hour service, product supported, and questions answered

1. Convenience
2. Economy
3. Selection

15. Distinguish among advantages of electronic direct marketing to the marketer by placing an "S" before a selectivity benefit, and "I" before an immediacy benefit, an "M" before a measurability benefit, and a "C" before a cost accountability and cost effectiveness benefit.

______a. Immediate response lets a marketer assess his or her performance quickly.

______b. Through control that direct marketing provides, a campaign can be adjusted, modified, or deleted to take advantage of the most profitable marketing approach.

______c. Can pinpoint precisely which of a number of test promotions are most successful.

______d. Will ensure a higher probability of a response

______e. Can target individuals most likely to purchase the product or service

______f. The electronic media provide results faster than other forms of direct marketing.

______g. Can track progress through feedback or lack thereof.

______h. Direct marketing makes it possible for marketers to account for costs and tie these costs very closely to the products or services they sell.

______i. Marketing expenditures and efforts can be directed into those areas that will provide the highest return, thus increasing the cost-effectiveness of every dollar spent.

______j. Marketer can attack or regroup in order to increase profits or reduce costs as a result of immediate feedback.

TEST

16. Select from the following list ways business-to-business marketing uses electronic direct marketing by placing an "X" in the blanks preceding the correct ways.

_____a. Seasonal changes

_____b. Lead generation

_____c. Sales

_____d. Stimulation/response

_____e. Receiving facilities

_____f. Customer service

_____g. Targeting clients' needs

_____h. Account maintenance

17. Complete the following list of statements concerning characteristics of relationship marketing in business-to-business marketing by inserting the word(s) that best complete(s) each statement.

a. Customer satisfaction is assured, leading to ____________ sales.

b. ____________-____________ relationship is established.

c. ____________ justify cost.

d. Effective ____________ exists between marketer and customer.

e. Steady development is the ____________ to growth.

18. Complete the following statements concerning aspects of support media by inserting the word(s) which best complete each statement.

a. Calls attention to a ____________ ____________ which carries the direct response offer

b. ____________ and ____________ must always be in terms of its effect on the medium it supports

c. May not lower cost per order but may ____________ number of orders obtained from other media

TEST

19. Select from the following list reasons to use support media by placing an "X" in the blanks preceding the correct reasons.

______a. Message perception is enhanced by more than one media exposure.

______b. Audio and visual stimulus helps in understanding and interpreting advertising message.

______c. Competitors will need to increase their use of support media to compete.

______d. Awareness increases through added exposure.

______e. Believability may be increased.

______f. Skepticism can be overcome.

______g. The more media used, the greater the potential response.

______h. More people can be employed due to increase in sales.

______i. Marginal returns in off-months can be increased.

20. Match examples of interactive video being used on the right with their correct descriptions.

______a. Prints out recipes

______b. Prints out coupons and airs snippets (small parts) from TV spots

______c. A video purchase system where customers view merchandise displayed on the video, order the merchandise and have their selection delivered to them

______d. System that spins out cents-off coupons at check-out

______e. Contains a computer-controlled laser videodisc player; shoppers can view demonstrations which help answer questions most frequently asked in purchasing a new vinyl floor

1. Buy-video
2. Video square
3. Catalina marketing
4. Cuisine machine
5. Floor information center

TEST

21. Complete the following statements concerning the future of electronic marketing by inserting the word(s) which best complete(s) each statement.

    a. Current trends indicate electronic marketing will ____________.

    b. Electronic marketing as a cost-efficient tool will be able to ____________ profits.

    c. ____________ ____________ will increase, and information management will be very important.

    d. Electronic marketing can help solve business problems occurring due to changes in the ____________ ____________.

    e. ____________ technology updating will be critical to compete.

    f. ____________ trade using electronic marketing will continue to provide a competitive edge.

    g. ____________ at the state and federal levels will increase.

    h. New ____________ will be created.

    i. Electronic marketing will continue to be the fastest growing ____________ technique.

(NOTE: If the following activities have not been accomplished prior to the test, ask your instructor when they should be completed.)

22. Respond to electronic media marketing. (Assignment Sheet #1)

23. Identify the four stages of the product life cycle for a specific product. (Assignment Sheet #2)

24. List activities to achieve market penetration, product development, and market development. (Assignment Sheet #3)

ELECTRONIC MARKETING — A VALID MARKETING APPROACH
UNIT I

ANSWERS TO TEST

1.

a.	19	f.	5	k.	15	p.	7
b.	8	g.	17	l.	6	q.	16
c.	1	h.	4	m.	12	r.	10
d.	3	i.	9	n.	14	s.	13
e.	11	j.	2	o.	18		

2. a, c, d, e

3. a. Excitement
   b. See, hear
   c. Action
   d. Individually
   e. Commercial
   f. Envelope

4. a, b, d, e, f

5. a. 3
   b. 2
   c. 4
   d. 1

6. a, b, c, d, f

7. a. Communications link
   b. Sales leads
   c. Influences

8. a. Be profitable
   b. Create a competitive edge by positively influencing buyer opinion

9. a. Design, develop
   b. Loyalty
   c. Life cycle

ANSWERS TO TEST

10. a. T
    b. A
    c. I
    d. C

11. a, c, d

12. a. New, improved
    b. Expanded line
    c. Phase out

13. a. Seek increased sales through introduction of current products into new markets.
    b. Test new markets reducing some risk.

14. a. 2
    b. 3
    c. 1

15. a. I
    b. C
    c. M
    d. S
    e. S
    f. I
    g. M
    h. C
    i. C
    j. I
    k. I

16. b, c, d, f, g, h

17. a. Additional
    b. Long-term
    c. Results
    d. Communication
    e. Key

18. a. Primary medium
    b. Planning, implementation
    c. Increase

19. a, b, d, e, f, g, i

ANSWERS TO TEST

20. a. 4
    b. 2
    c. 1
    d. 3
    e. 5

21. a. Increase
    b. Increase
    c. Data bases
    d. Business environment
    e. Telecommunications
    f. International
    g. Legislation
    h. Jobs
    i. Marketing

22.-24. Evaluated to the satisfaction of the instructor

TELEMARKETING
UNIT II

UNIT OBJECTIVE

After completion of this unit, the student should be able to discuss the advantages of telemarketing as a marketing tool and apply telemarketer skills in a role play situation. Competencies will be demonstrated by completing the assignment sheets and the unit test with a minimum score of 85 percent.

SPECIFIC OBJECTIVES

After completion of this unit, the student should be able to:

1. Match terms related to telemarketing with their correct definitions.
2. Select true statements concerning advantages of using the telephone as a marketing tool.
3. Select from a list the reasons for telemarketing's rapid growth.
4. Match the purposes of Wide Area Telephone Service (WATS) with their correct descriptions.
5. Complete statements concerning the power of the telephone.
6. Match ways to apply telemarketing with their correct descriptions.
7. Select from a list types of telemarketing support necessary for effective telemarketing.
8. Select from a list general skill requirements of a telemarketer.
9. List four compensation plans for a telemarketer.

OBJECTIVE SHEET

10. Match the motivation and incentive plans for a telemarketer with their correct descriptions.

11. Select from a list key motivational factors.

12. List three considerations concerning burnout/turnover.

13. Select true statements concerning what a telemarketer should learn in training.

14. Match elements of a telemarketing reference guide with their correct descriptions.

15. Complete a list of statements concerning conditions under which an in-house telemarketing center may be more appropriate than a service bureau.

16. Complete a list of statements concerning conditions under which a service bureau may be more appropriate than an in-house telemarketing center.

17. Complete a list of equipment, facilities, and environmental design considerations for a telemarketing center.

18. Collect telemarketing support examples. (Assignment Sheet #1)

19. Develop a telemarketing script. (Assignment Sheet #2)

20. Role play a telemarketing call. (Assignment Sheet #3)

TELEMARKETING
UNIT II

SUGGESTED ACTIVITIES

A. Obtain additional materials and/or invite resource people to class to supplement/reinforce information provided in this unit of instruction.

(NOTE: This activity should be completed prior to the teaching of this unit.)

B. Make transparencies from the transparency masters included with this unit.

C. Provide students with objective sheet.

D. Discuss unit and specific objectives.

E. Provide students with information and assignment sheets.

F. Discuss information and assignment sheets.

(NOTE: Use the transparencies to enhance the information as needed.)

G. Integrate the following activities throughout the teaching of this unit:

1. Use situation cards to role play customer objections. Each card should have a situation and hurdles that are typical for telemarketers, providing opportunities to address both general and specific objections.

2. Use flash cards with common objections like "it costs too much." Keep them face down and have one student draw a card, another one answer. This stimulates the way objections actually arise—quickly, without time to think.

3. Have students do a research paper on "Retailing Without Stores".

4. Find "Help Wanted" ads relating to telemarketing. Identify the variety of positions, hours, work location, compensation, qualifications, etc.

5. Invite at telemarketing professional to be a guest speaker.

6. Have students write letters to their state legislators for information concerning proposals to regulate telemarketing activities.

7. Seek out a local business which would like for the class to complete a telemarketing project.

(NOTE: A project involving a national promotional campaign for McDonalds was conducted by the DECA Chapter at Central High School, Omaha, Nebraska. The project, "Pepsi Learn and Earn", won the national DECA contest in the competitive event series. See *Vocational Education Journal*, January/February 1988, page 41-42, excerpt from "Insider-Marketing Education".)

SUGGESTED ACTIVITIES

8. Provide students with examples of a telemarketing script outline and script. This should be done prior to completion of Assignment Sheet #2.

   Example of a script outline:

   I. Introduce yourself and the company

   II. Ask for the name on the list, and check to be sure that is the decision maker

   III. Ask some fact-finding questions

   IV. Present the sales message or offer (Features and benefits)

   V. Trial close

   VI. Overcome objections

   VII. Close

   VIII. Reinforce the buying decision

   Example of a script:

   Hello, I'm Mary Smith of American Paper Recycling Company. Our company takes the old and makes it new again.

   Are you Jane Green? Are you in charge of buying paper?
   (NOTE: If not, then, who should I talk to about purchasing paper?)

   Does your manufacturing process require heavy-weight paper? Do you need bleached or unbleached?

   We have 100% guaranteed heavy-weight bleached paper which is excellent for your manufacturing process at $400/ton.

   How much do you need in the first shipment?

   You're absolutely right. Costs are increasing daily. The quality of this paper will prevent your machines clogging up. I believe the cost is justified and I'm sure you will find our paper to be cost-effective.

   Ten tons will get you through July.

   Okay, we'll make it 15 tons.

   Thanks for the order and remember our paper is 100% guaranteed. If you have problems, we're as close as your telephone. I'll call you again in September.

SUGGESTED ACTIVITIES

9. Use the sales call worksheet included in this section to support Assignment Sheet #2 and #3, or develop a separate activity for students to complete.

10. Contact the business and technology division of your city library for current data on rates for print and television.

11. Meet individually with students to evaluate their progress through this unit of instruction, and indicate to them possible areas for improvement.

H. Give test.

I. Evaluate test.

J. Reteach if necessary.

SUGGESTED ACTIVITIES

SALES CALL WORKSHEET

1. **Opening Statement**
   Identify self, establish rapport, interest creating remark.

2. **Ask Probing Questions**
   Bridging statement—benefit to customer of giving information.

Questions:

A.

B.

C.

D.

E.

SUGGESTED ACTIVITIES

3. **Make Sales Presentation**
   - Use information gathered in probing
   - Use benefits over features
   - Use a sales vocabulary

4. **(Person's name)**, from what you've heard so far, what sounds the best to you about this program? (If they are hesitant, you need to determine what is holding them back.) Ask! What concerns you most about this program?

5. **Overcome Objections**
   - Confirm objection
   - Use feel, felt, found

6. **Closes**

7. **Wrap Up**
   - Summarize agreement
   - Arrange next call
   - Express thanks
   - Say good-bye; use prospects name

REFERENCES USED IN WRITING THIS UNIT

A. Cohen, William A. *Direct Response Marketing*. New York: John Wiley & Sons, 1984.

B. McCafferty, Thomas. *In-House Telemarketing*. Chicago, IL: Probus Publishing, 1987.

C. Nash, Edward. *Direct Marketing-Strategy*, Planning, Execution. New York: McGraw-Hill, 1982.

D. Osborne, G. Scott. *Electronic Direct Marketing*. Englewood Cliffs, NJ: Prentice-Hall, Inc., 1984.

E. Stone, Bob and John Wyman. *Successful Telemarketing*. Lincolnwood, IL: NTC Business Books, 1986.

F. *The 1987 Portfolio of Sales and Marketing Plans*. New York: A Bill Publication, 1987.

SUGGESTED SUPPLEMENTAL RESOURCES

The following resources were identified to provide a base for program and curriculum planning. No specific endorsement of individual items is implied.

Journals/Newsletters/Books

A. *The Complete Guide to Telemarketing*

American Media Incorporated
1454 30th Street, Suite 105
West Des Moines, IA 50265

B. *"TeleProfessional," the Quarterly Forum for Professionals Doing Business by Phone*

Del Mar Associates
1049 Camino Del Mar
P.O. Box 123
Del Mar, CA 92014

C. *Telemarketing — The Magazine of Business Communications*

Technology Marketing Corporation
1 Technology Plaza
Norwalk, CT 06854

D. *Direct Marketing News — The Newspaper of Direct Marketing*

DM News
10 Olympia Lane
Stony Brook, NY 11790

SUGGESTED SUPPLEMENTAL RESOURCES

E. *Telemarketing Insider's Report*

Linbar Publishing, Incorporated
P.O. Box 572
Englishtown, NJ 07726

F. *Telephone Marketing*

American Sales and Marketing Institute
98 Cutter Mill Road
Great Neck, NY 11021

G. *The Sales Script Book*

American Media, Incorporated
1454 30th Street, Suite 105
West Des Moines, IA 50265

H. *Secrets of Selling*

American Media, Incorporated
1454 30th Street, Suite 105
West Des Moines, IA 50265

I. *How to Market by Telephone*

AMACOM
A Division of American Management Association
135 West 50th Street
New York, NY 10020

J. *In-House Telemarketing* (Book by Thomas McCafferty)

Glen T. Presley Assoc., Inc.
Human Resource Development
21 West 701 Marston
Glen Ellyn, IL 60137

K. *Communication News Journal*

Communications News
Box 610
Duluth, MN 55806-9876

L. *Non-Manipulative Selling* (Book by Anthony Alessandra and Phillip Wexler)

Reston Publishing Company
Prentice-Hall Company
Englewood Cliff, NJ 07632

SUGGESTED SUPPLEMENTAL RESOURCES

M. *How to Be a Successful Telephone Sales Representative*

AMACOM
A Division of American Management Association
135 West 50th Street
New York, NY 10020

N. *Telecommunications*, Management for Business and Government (Larry Arrendondo)

Telecom Library Inc.
205 West 19th Street
New York, NY 10011

O. *Telephone Marketing*

DMMA Telephone Marketing Council
6 East 43rd Street
New York, NY 10017

P. *Telephone Marketing* (Reuben Donnelley)

Reuben H. Donnelley Corporation
825 3rd Avenue
New York, NY 10022

Q. *Voice Communication in Business* (L. F. Goeller)

ABE of the Telephone
Box 537
Geneva, IL 60134

R. *Telecommunications Primer* (G. Langley)

Pitman Books Limited
128 Long Acre
London

S. *Telephone Marketing and Territory Management*

KBL Marketing System, Inc.
Ventura Boulevard, Suite 206
Woodland Hills, CA 91364

T. *Telemarketing Campaigns That Work* (Murray Roman)

McGraw-Hill Book Company
1221 Avenue of the Americas
New York, NY 10020

SUGGESTED SUPPLEMENTAL RESOURCES

U. *Telecommunications in the Information Age* (Loy A. Singleton)

Ballinger Publishing Company
Cambridge, MS

V. *AT&T Toll-Free 800 Directory-Consumer Edition*

55 Corporate Drive
Bridgewater, NJ 08807

(NOTE: Call toll-free, 1-800-555-1212 for specific toll-free numbers or refer to directory.)

Media

A. *American Media Catalog of Training Films*

American Media Incorporated
1454 30th Street, Suite 105
West Des Moines, IA 50265

B. *Eye on Telemarketing* (Media Catalog)

13650 Gramercy Place
Gardena, CA 90249

C. *NLSP: The Hidden Advantage* (Film)

American Media Incorporated
1454 30th Street, Suite 105
West Des Moines, IA 50265

D. *Dealing with People on the Telephone* (Film)

American Media Incorporated
1454 30th Street, Suite 105
West Des Moines, IA 50265

E. *Telephone Courtesy Pays Off* (Videotape)

American Media Incorporated
1454 30th Street, Suite 105
West Des Moines, IA 50365

F. *Handling Incoming Calls* (Film)

American Media Incorporated
1454 30th Street, Suite 105
West Des Moines, IA 50365

SUGGESTED SUPPLEMENTAL RESOURCES

G. *Selling on the Phone* (Film)

American Media Incorporated
1454 30th Street, Suite 105
West Des Moines, IA 50365

H. *90 Telemarketing Skills in 90 Minutes* (Videotape)

American Media Incorporated
1454 30th Street, Suite 105
West Des Moines, IA 50365

I. *The Process of Professional Telemarketing* (Videodisc)

Glen T. Presley Associates, Inc.
Human Resource Development
21 West 701 Marston
Glen Ellyn, IL 60137

Game — *Telemarketing in the Field. Sales and Marketing Management 1986*

Sales Builders
633 Third Avenue
New York, NY 10017

TELEMARKETING
UNIT II

INFORMATION SHEET

I. **Terms and definitions**

A. 800 Service — Inbound WATS-like service allowing callers to call without charge or operator intervention; the call recipient pays for the call

B. WATS Service — Long-distance service for outbound calls to specific service areas, in-state or out-of-state, at a lower cost than long distance for large calling volumes

C. Boiler room — Telephone selling that lacks professionalism due to concentration on call volume, high pressure, and poor work environment

D. Burnout — Decreased job performance or motivation

E. Business-to-business telemarketing — Marketing to businesses, usually segmented by industry, function, or job title

F. Business-to-consumer telemarketing — Marketing to individuals at their residences

G. Close-ended questions — Used to elicit a specific response, usually yes or no

H. Inbound calls — Calls that are received at a telemarketing center

I. In-house telemarketing — Telemarketing operations being performed by specially trained internal personnel of a company to market that company's own products or services

J. Lead — Potential customer who has inquired or indicated interest

K. Open-ended question — Not requiring a yes or no answer, but allowing the respondents to reply in greater detail

L. Outbound calls — Calls made to a prospect or customer from a telemarketing center

M. Script — Prepared text presentation that is closely followed by the telemarketer as a tool to convey a specific message to the customer

N. Telecommunications — Electronic transmission of voice, data, or video

O. Telemarketer — A person who places or receives calls as part of a telemarketing operation

(NOTE: This is also known as a telephone sales representative [TSR] or customer service representative [CSR].)

INFORMATION SHEET

P. Telemarketing — Incorporation of telecommunication technology with the latest marketing and management techniques in a planned, controlled, coordinated marketing environment

Q. Telemarketing reference guide — Provides a continual, consistent, and convenient reference for the telemarketer

II. Advantages of using the telephone as a marketing tool

(NOTE: The telephone was the first electronic device to be used in a successful marketing campaign. In 1960, Ford Motor Company launched a massive telephone campaign in an attempt to reverse a major slump in sales. This campaign involved more than 20 million telephone calls which resulted in enough leads that 34,000 salespeople were given two leads a day for thirty days. As a result of this campaign, the slump was reversed.)

A. The telephone provides the ability to capture and hold the attention of the listener. (Transparency 1)

B. Many individuals feel obligated to answer the phone. (Transparency 2)

C. The opportunity for one-to-one selling exists.

D. The sales message can be presented, and objections can be met and overcome with minimal distractions.

E. Telephone calls are less expensive than personal visits.

(NOTE: The average industrial sales visit costs over $200 and several visits are usually required to generate a sale.)

F. A telephone call is more effective in generating a response than direct mail and print media.

G. The telemarketer's productivity is easily tracked.

EXAMPLE: A telemarketer can contact twenty-five or thirty customers in the time it takes to visit five or six customers personally.

(NOTE: Studies have shown that the average salesperson wastes up to 40 percent of a sales day in travel time and waiting in customer's offices.)

III. Reasons for telemarketing's rapid growth

A. External business environment changes

EXAMPLES: An increase of women in the workforce, single person households, two-income families, credit cards, availability of toll-free numbers, direct response marketing using catalog selling, direct mail, TV offerings, media advertising and bill-enclosure merchandise sales.

INFORMATION SHEET

B. Internal business environment changes

EXAMPLE: Telemarketing today can be a complicated job that requires well-paid, well-informed people. In business-to-business marketing, the customer expects the telemarketer to be a highly skilled specialist knowledgeable of product details, specifications, applications and understanding the customer's needs and problems.

C. Buyer behavior changes

EXAMPLE: Product accessibility, 24-hour service, growing acceptance of non-personal intervention, and convenience

D. High cost of advertising

EXAMPLE: Network TV spots have increased dramatically. Costs vary according to a program's rating points and the geographic location of the viewing audience. A TIME magazine ad in black and white plus one color goes for $96,000 and a 4-color ad costs $120,000. (Standard Rate and Data Service). Direct mail costs have also risen due to the increases in postal rates.

E. Foreign competition

EXAMPLE: The oil, automotive, steel, clothing, and shoe industries are being challenged by the foreign markets; however, service to the customer is usually an advantage a U.S. manufacturer has over the foreign competitor.

F. Retailing without stores

(NOTE: The trend is toward marketing directly to the consumer who can easily order by telephone or mail and never go near the store.)

G. The electronic office

(NOTE: The electronic office with optical scanners, high-speed printers, computer terminals, word processors, and integrated typesetters is able to manage the paperwork which threatens to bottleneck the workflow in a non-electronic environment. This technology is needed to market more goods with fewer people, at less cost, in less time, and with greater efficiency.)

H. Telecommunications technology

EXAMPLE: Dedicated telemarketing centers within a company support, supplement and sometimes replace the outside selling force. A customer can place an order, determine stock availability, check on order status, get shipping information, secure billing information and check status of credit or billing corrections electronically.

INFORMATION SHEET

IV. Purposes of Wide Area Telephone Service (WATS)

(NOTE: WATS was introduced by AT&T in 1968. Since then telemarketing has evolved into a multibillion-dollar industry and is still growing rapidly.)

A. 800 service (Inbound) utilizes the toll-free "800" number for customer convenience

EXAMPLES: Customer inquiries, receiving orders from direct mail, catalogs, space ads, and television and radio marketing promotions

B. WATS (Outbound) usage includes calls to consumers and businesses

EXAMPLES: Sell products, develop leads, service accounts, and conduct market research

C. 800 service and WATS are very cost effective compared to field sales visits and regularly priced long distance calls

V. The power of the telephone

A. It can dramatically increase response.

B. It is more powerful than mail in average number of sales closed or leads generated per thousand attempts.

C. It can dramatically increase revenues.

VI. Ways to apply telemarketing

A. After market sales — Selling item or items to supplement the initial purchase

B. Appointment securing — Asking for an appointment

C. Catalog sales — Means of receiving orders from the marketplace

D. Collections — Opening a line of communications with customers who have past due accounts and arranging quicker repayment from the customer

E. Consumer response — Involves allowing the customer to communicate with the firm and, in so doing, creates or maintains consumer loyalty

F. Customer service — Involves resolution of customer problem, inquiry, delivery, installation of product, and training

G. Field sales support — Inside and outside (a team) representatives have responsibility for selling and servicing a group of accounts

H. Full account management — Inside telemarketer has total responsibility for selling and servicing an assigned group of accounts

INFORMATION SHEET

I. Fund raising — Seeking donations

J. Lead generation and qualification — Involves acquiring and/or pre-qualifying sales leads

K. Maintenance agreement sales — Selling a maintenance agreement protecting customer against product failure

L. Marginal account management — Involves selling and servicing the smaller lower end accounts

(NOTE: The 80/20 rule applies here in that 80% of a firm's business comes from 20% of a firm's customers. Face-to-face selling to the remaining 80% is not cost effective; therefore, telemarketing is used to reach the 80%.)

M. Market research — Conducting surveys of a marketplace to gather data

N. New product or service introduction — Involves informing new and repeat customers of a new product or service

O. Product information — Customers can call to get product questions answered

P. Promotions management — Encouraging the marketplace to participate in a telemarketing promotion

Q. Reactivating accounts — Asking inactive accounts for a sale

R. Recruiting — Prescreening prospects for employment, membership, enrollment, etc.

S. Shareowner/stockholder relations — Easy access for shareowners/stockholders to communicate with the shareowner/stockholder department of a firm

VII. **Types of telemarketing support**

(NOTE: These are methods of advertising and promotion used to create stimulation and action necessary for effective telemarketing.)

A. Yellow pages

B. Direct mail

C. Direct response TV commercials

D. Radio advertising and promotions

INFORMATION SHEET

- E. Print advertising
- F. Multimedia advertising
- G. Catalogs
- H. Packaging

VIII. General skill requirements of a telemarketer

- A. Excellent verbal communications skills

  (NOTE: Voice quality must be clear and pleasant with good articulation, and appropriate English should be used.)
- B. Ability to project enthusiasm, sincerity, and friendliness over the telephone

  (NOTE: Even a smile can be projected over the telephone.)
- C. Patience in handling repetitive tasks
- D. Persistent and able to bounce back from rejection
- E. Ability to think quickly
- F. Good listening skills
- G. Enjoy telephone work
- H. Flexibility in handling different types of clients and new situations
- I. Good organization and time management skills
- J. Self-motivated
- K. Self-disciplined
- L. Sales skills
- M. Keyboarding skills
- N. Professionalism

IX. Compensation plans for a telemarketer

- A. Hourly wage plan
- B. Commission only plan
- C. Salary plus commission plan
- D. Bonus plan

INFORMATION SHEET

X. **Motivation and incentive plans for a telemarketer**

A. Periodic appraisals — Informal/formal weekly, monthly, or quarterly

B. Accountability — Measurement and tracking of results for assigned activities

C. Reinforcement — Support through regular meetings, performance reports, encouragement, and recognition

XI. **Key motivational factors**

A. Increasing challenge and flexibility of the job to promote personal growth

B. Working conditions

C. Team spirit

D. Financial incentives

E. Recognition of individual and group achievements

F. Contribution to the company's success

G. Individual reinforcement

H. The opportunity for promotion

XII. **Burnout/turnover considerations**

A. Rotate repetitive tasks.

B. Consider the key motivational factors in dealing with burnout and turnover.

C. Identify stress factors on the job.

XIII. **What a telemarketer should learn in training**

(NOTE: Role playing is a very effective teaching technique in the training of a telemarketer.)

A. Overall structure and goals of the company or organization as well as general business functions

B. Basic knowledge about the product or service

C. Sales skills emphasizing questioning and probing techniques and usage of a script checklist (Transparency 3)

INFORMATION SHEET

D. How to identify customer needs

E. How to prioritize accounts by revenue potential and cycle accounts

F. How to manage time

XIV. **Elements of a telemarketing reference guide**

A. Overview — Basic information about the company

B. Selling procedures — How the company sells its products or services

C. Telemarketing objectives — Description of tasks

EXAMPLE: Prospecting for and qualifying new customers, setting up appointments for representatives, and managing existing small accounts

D. Customer needs — Lists those needs and how the product or service addresses them

E. Script — Prepared text presentation (Transparency 3)

(NOTE: The type of script or script outline will be determined by the complexity of the product or the skill level of the telemarketer.)

F. Questions/probes — Used for control of the conversation and to hold the prospect's attention

(NOTE: The guide should give examples of open-ended questions that will get the prospect talking, such as "Tell me about......". Close-ended probes call for direct answers such as "How many..... ?")

G. Features and benefits of the product or service — Reasons why customer needs product or service

H. Objections and responses — How to overcome customer doubts or indecision

I. Close — How to ask for the order

XV. **Conditions under which an in-house telemarketing center may be more appropriate than a service bureau**

A. Order taking and customer service involving a relatively small number of customers

B. Salespeople know a great deal of technical knowledge

C. Necessary integration with internal support departments and personnel

INFORMATION SHEET

XVI. **Conditions under which a service bureau may be more appropriate to use than an in-house telemarketing center**

A. Short-term programs with high volume 800 number response

B. Inadequate in-house resources and equipment needed to perform activities

C. Lead generation, prospect qualification, and new business campaigns

(NOTE: Service bureaus already have in place the equipment, personnel, and necessary facilities.)

XVII. **Equipment, facilities, and design considerations for a telemarketing center** (Transparencies 4, 5, and 6)

A. Telecommunications equipment

1. Telephone
2. Headsets
3. Terminals
4. Facsimile

B. Manual equipment

1. Records or files
2. Information on desk such as catalogs, inventory status, shipping details
3. Price sheets
4. Reference guides

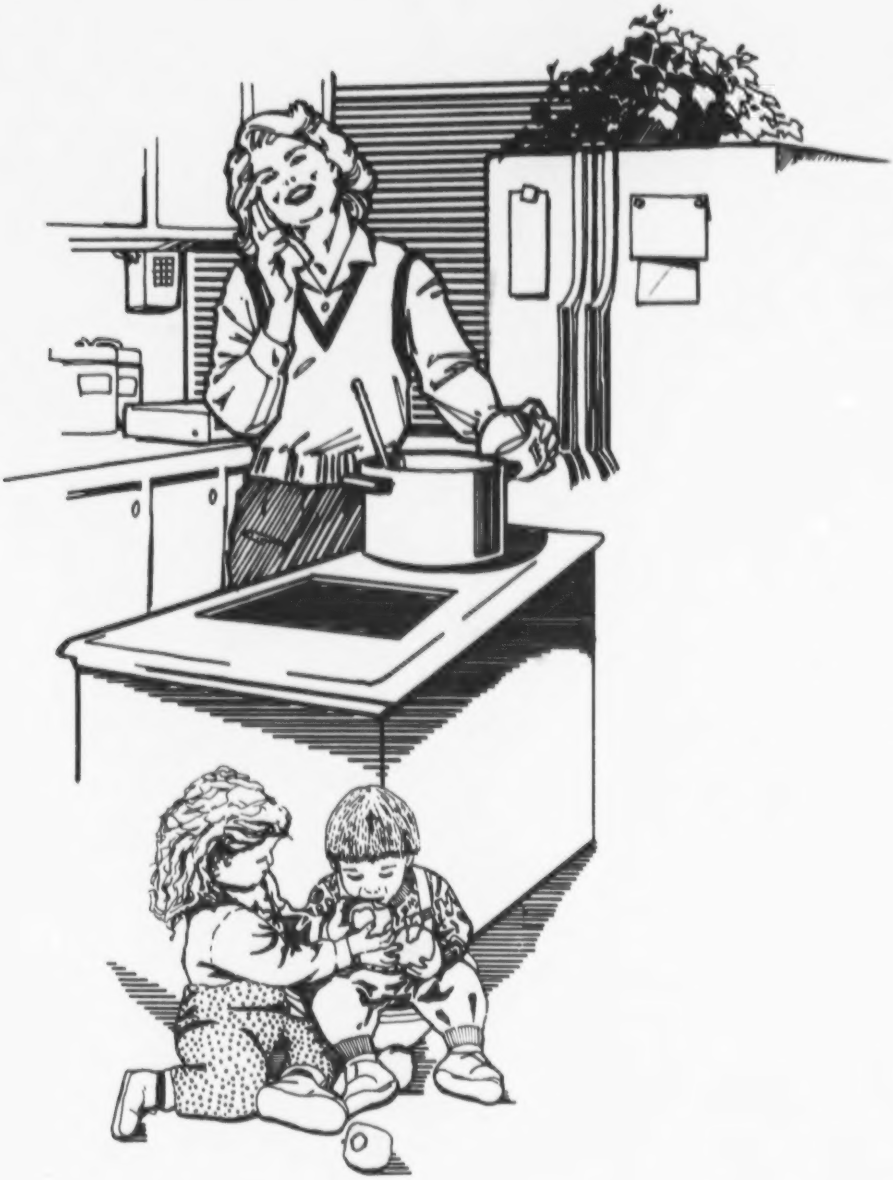
C. Work stations

1. Ergonomically correct modular furniture
2. Equipment
3. Reference guides

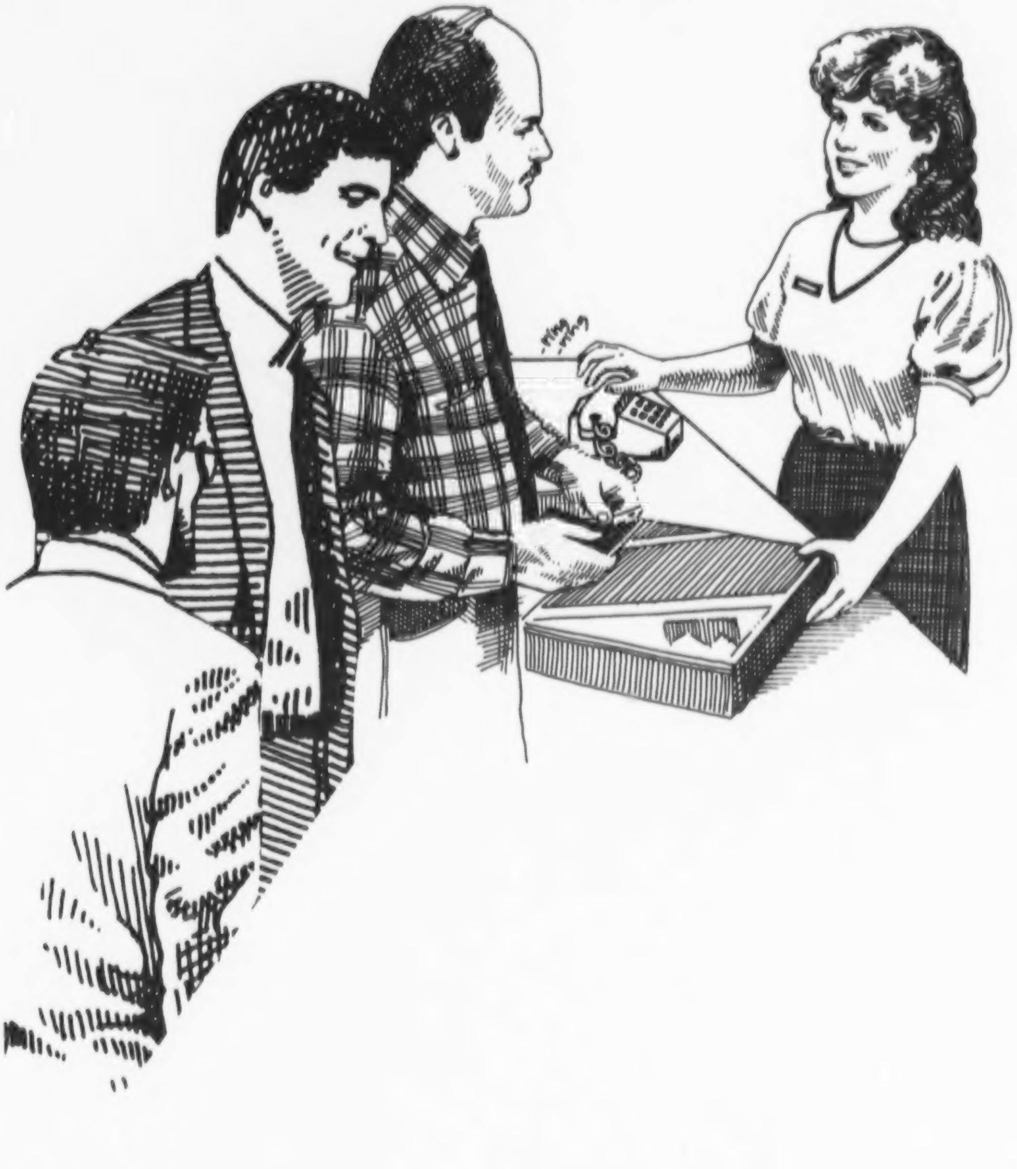
D. Work environment

1. Lighting
2. Acoustics
3. Privacy
4. Partitioning
5. Color
6. Heating, ventilation, and air conditioning

The Telephone Can Capture and Hold the Attention of the Listener



Many People Feel Obligated to Answer the Phone and Interrupt Busy Schedules to Respond to a Call



Script Checklist

____1. Introduction of telemarketer and the company

____2. Talk to the decision maker

____3. Create interest

____4. Establish need

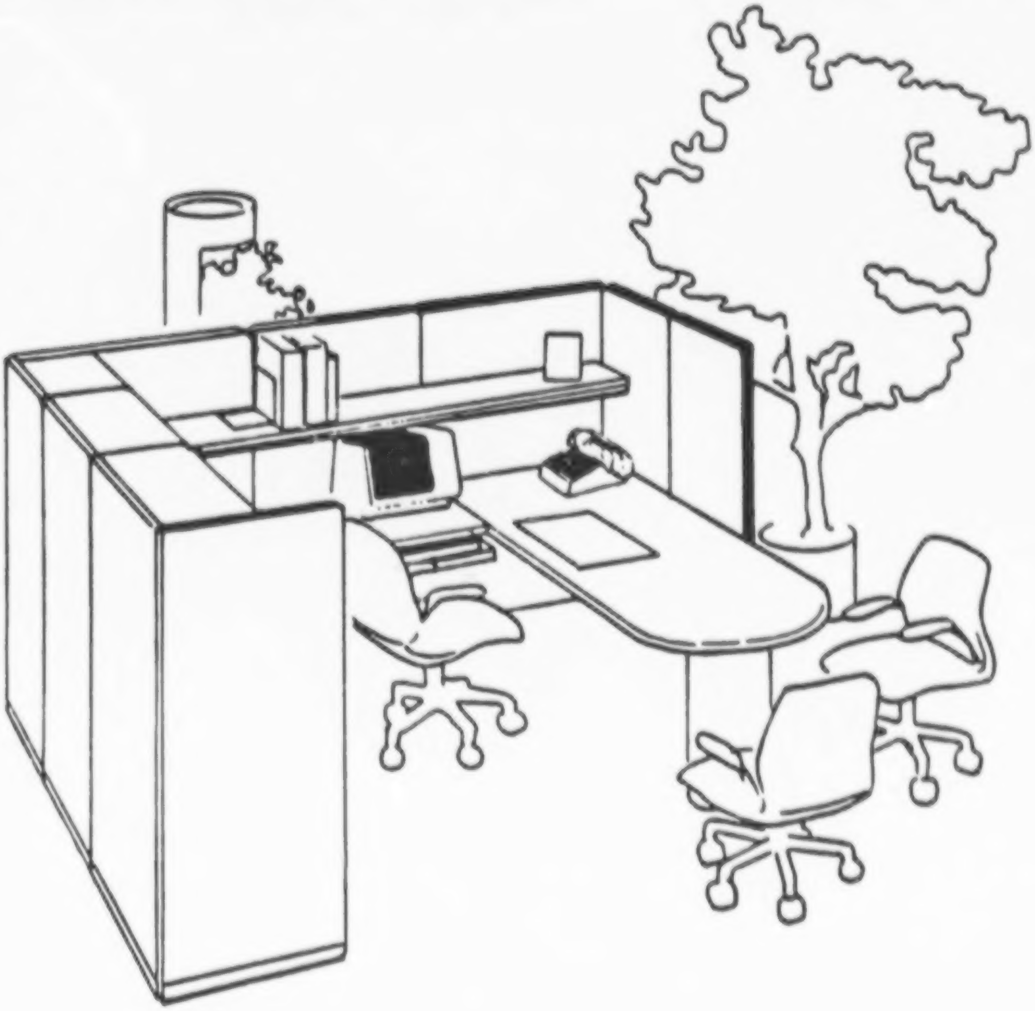
____5. Match need with product benefits

____6. Overcome objections

____7. Close

____8. Thank customer and reinforce the buying decision

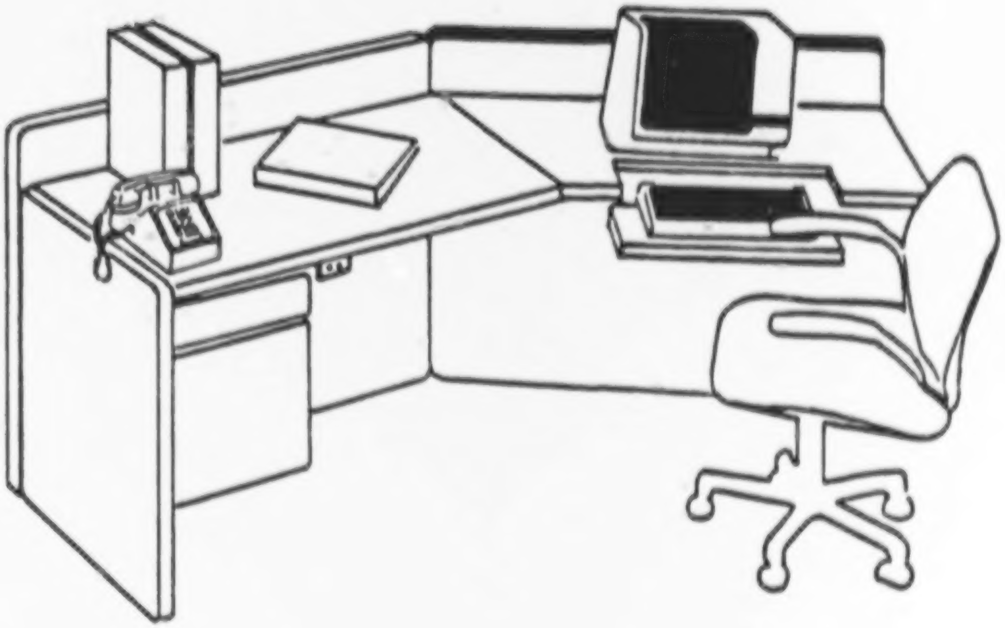
Environmental Design Considerations



Where the specialist will need to confer with others in the organization, or as a supervisor's work station, this arrangement permits small conferences and provides additional storage space.

Courtesy of AT&T

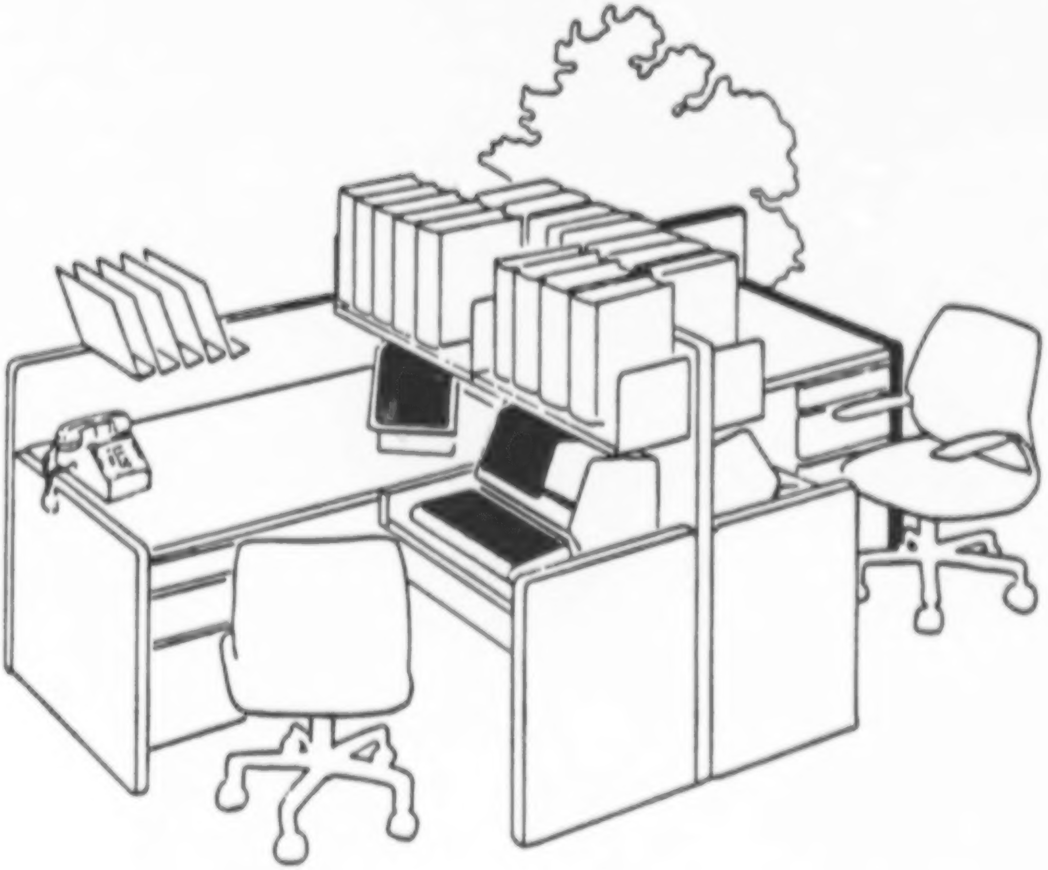
Environmental Design Considerations
(Continued)



Where manual reference, filing and storage needs are minimal, an arrangement such as this can be used. Note the telephone headset jack for comfortable hands-free operation.

Courtesy of AT&T

Environmental Design Considerations
(Continued)



In applications where minimal paperwork is involved and most reference and actionable data is automated, a work station arrangement such as this is appropriate.

Courtesy of AT&T

TELEMARKETING
UNIT II

ASSIGNMENT SHEET #1 — COLLECT TELEMARKETING SUPPORT EXAMPLES

NAME ______________________ SCORE ______________________

Directions: Find examples of the following telemarketing support methods. These methods are used to create stimulation and response which are necessary for effective telemarketing.

A. Yellow pages

B. Direct mail

C. Direct response TV commercials (Draw and/or write a description.)

D. Radio advertising and promotions (Write a description.)

E. Print advertising

F. Multimedia advertising (Draw and/or write description, if needed.)

G. Catalogs

H. Packaging

TELEMARKETING
UNIT II

ASSIGNMENT SHEET #2 — DEVELOP A TELEMARKETING SCRIPT

NAME ______________________ SCORE ______________________

Directions: Develop a script for a specific product or service which you plan to offer using the telemarketing technique. Use the space below. (Refer to Transparency 3.)

SCRIPT FOR ____
(Product or Service)

TELEMARKETING
UNIT II

ASSIGNMENT SHEET #3 — ROLE PLAY A TELEMARKETING CALL

NAME ____________________ SCORE ____________________

Directions: Assume the role of a telemarketer. Using a telephone and the script you developed in Assignment #2, market your product/service to your customer. (Another student can be your customer.) You will use questioning techniques to control the conversation. When the customer is silent, you are out of touch. Questioning maintains contact and keeps the presentation on track. It is the best way for a telemarketer to find out specific information from the customer. Do not let your questions become argumentative, boring, or too much like a cross-examination. Alternate playing salesperson and customer. Follow each role play with a discussion of what transpired.

As a salesperson:

Did you consciously use telemarketing skills? __________

Did you feel comfortable using them? __________

Which skills were used the best? ______________________________

Which skills could have been used more effectively? ______________________________

____

As a customer:

Which skills were used most effectively? ______________________________

____

Did you feel manipulated at any point? ______________________________

Which parts of the presentation were most and least persuasive?

MOST ____

LEAST ____

Did salesperson miss any important clues? __________

As the customer, would you make the purchase? __________

TELEMARKETING
UNIT II

TEST

NAME ______________________ SCORE ______________________

1. Match the terms on the right with their correct definitions.

______a. Telephone selling that lacks professionalism due to concentration on call volume, high pressure, and poor work environment

______b. Calls that are received at a telemarketing center

______c. Calls made to a prospect or customer from a telemarketing center

______d. Telemarketing operations being performed by specially trained internal personnel of a company to market that company's own products or services

______e. Inbound WATS-like service allowing callers to call without charge or operator intervention; the call recipient pays for the call

______f. Decreased job performance or motivation

______g. Marketing to individuals at their residences

______h. A person who places or receives calls as part of a telemarketing operation

______i. Prepared text presentation that is closely followed by the telemarketer as a tool to convey a specific message to the customer

______j. Incorporation of telecommunication technology with the latest marketing and management techniques in a planned, controlled, coordinated marketing environment

______k. Potential customer who has inquired or indicated interest

1. 800 Service
2. WATS Service
3. Boiler room
4. Burnout
5. Business-to-business telemarketing
6. Business-to-consumer
7. Close-ended questions
8. Inbound calls
9. In-house telemarketing
10. Lead
11. Open-ended questions
12. Outbound calls
13. Script
14. Telecommunications
15. Telemarketer
16. Telemarketing
17. Telemarketing reference guide

TEST

______l. Long-distance service for outbound calls to specific service areas, in-state or out-of-state, at a lower cost than long distance for large calling volumes

______m. Marketing to businesses, usually segmented by industry, function, or job title

______n. Not requiring a yes or no answer, but allowing the respondents to reply in greater detail

______o. Used to elicit a specific response, usually yes or no

______p. Electronic transmission of voice, data, or video

______q. Provides a continual, consistent, and convenient reference for the telemarketer

2. Select true statements concerning advantages of using the telephone as a marketing tool by placing an "X" in the blanks preceding the true statements.

______a. The telephone provides the ability to capture and hold the attention of the listener.

______b. The telemarketer's productivity is easily tracked.

______c. A telephone call is less effective in generating a response than direct mail and print media.

______d. Many individuals feel obligated to answer the phone.

______e. Telephone calls are less expensive than personal visits.

______f. Additional information is always included.

______g. The sales message can be presented, and objections can be met and overcome with minimal distractions.

______h. The opportunity for one-to-one selling exists.

TEST

3. Select from the following list reasons for telemarketing's rapid growth by placing an "X" in the blanks preceding the correct reasons.

______a. Retailing without stores

______b. Telecommunications technology

______c. Growth of shopping centers

______d. Foreign competition

______e. Rising housing costs

______f. The electronic office

______g. High cost of advertising

______h. Internal business environment changes

______i. External business environment changes

______j. Buyer behavior changes

4. Match the purposes of Wats Area Telephone Service (WATS) on the right with their correct descriptions.

______a. Usage includes calls to consumers and businesses to sell products, develop leads, service accounts, and conduct market research	1. 800 service (Inbound)
______b. Very cost effective compared to field sales visits and regularly priced long distance calls	2. WATS (Outbound)
______c. Utilizes the toll-free "800" number for customer convenience; it is used for receiving orders from direct mail, catalogs, space ads, and television and radio marketing promotions	3. 800 service and WATS

5. Complete the following statements concerning the power of the telephone by inserting the word(s) which best complete(s) each statement.

a. It can dramatically increase ______________.

b. It is more powerful than mail in average number of ______________ closed or ______________ generated per thousand attempts.

c. It can dramatically increase ______________.

TEST

6. Match ways to apply telemarketing on the right with their correct descriptions. Write the correct numbers in the blanks.

_____a. Inside telemarketer has total responsibility for selling and servicing an assigned group of accounts

_____b. Inside and outside representatives have responsibility for selling and servicing a group of accounts

_____c. Involves selling and servicing the smaller lower end accounts

_____d. Involves acquiring and/or pre-qualifying sales leads

_____e. Involves informing new and repeat customers of a new product or service

_____f. Selling item or items to supplement the initial purchase

_____g. Involves resolution of customer problem, inquiry, delivery, installation of product, and training

_____h. Selling a maintenance agreement protecting customer against product failure

_____i. Customers can call to get product questions answered

_____j. Easy access for shareowners/stockholders to communicate with the shareowner/stockholder department of a firm

_____k. Opening a line of communications with customers who have past due accounts and arranging quicker repayment from the customer

_____l. Prescreening prospects for employment, membership, enrollment, etc.

_____m. Means of receiving orders from the marketplace

1. After market sales
2. Appointment securing
3. Catalog sales
4. Collections
5. Consumer response
6. Customer service
7. Field sales support
8. Full account management
9. Fund raising
10. Lead generation and qualification
11. Maintenance agreement sales
12. Marginal account management
13. Market research
14. New product/service introduction
15. Product information
16. Promotions management
17. Reactivating accounts
18. Recruiting
19. Shareowner/shareholder relations

TEST

_____n. Involves allowing the customer to communicate with the firm and, in so doing, creates or maintains consumer loyalty

_____o. Conducting surveys of a marketplace to gather data

_____p. Encouraging the marketplace to participate in a telemarketing promotion

_____q. Seeking donations

_____r. Asking for an appointment

_____s. Asking inactive accounts for a sale

7. Select from the following list types of telemarketing support necessary for effective telemarketing by placing an "X" in the blanks preceding the correct methods.

_____a. Catalogs

_____b. Multimedia advertising

_____c. Print advertising

_____d. Recruitment

_____e. Packaging

_____f. Direct mail

_____g. Electronic sensors

_____h. Direct response TV commercials

8. Select from the following list general skill requirements of a telemarketer by placing an "X" in the blanks preceding the correct requirements.

_____a. Self-motivated

_____b. Keyboarding skills

_____c. Enjoy telephone work

_____d. Flexibility in handling different types of clients and new situations

_____e. Good organizational and time management skills

_____f. Good listening skills

_____g. Safety net concern

TEST

______h. Patience in handling repetitive tasks

______i. Ability to project enthusiasm, sincerity, and friendliness over the telephone

______j. Monitor the checkbook

______k. Persistent and able to bounce back from rejection

______l. Professionalism

9. List four compensation plans for a telemarketer.

a. ______________________________

b. ______________________________

c. ______________________________

d. ______________________________

10. Match the motivation and incentive plans for a telemarketer on the right with their correct description. Write the correct number in the blank preceding the description.

______a. Support through regular meetings, performance reports, encouragement, and recognition

______b. Informal/formal weekly, monthly, or quarterly

______c. Measurement and tracking of results for assigned activities

1. Accountability
2. Periodic appraisals
3. Reinforcement

11. Select from the following list key motivational factors by placing an "X" in the blanks preceding the correct factors.

______a. Financial incentives

______b. Working conditions

______c. Work breaks

______d. Career path

______e. Increasing challenge and flexibility of the job to promote personal growth

______f. Contribution to the company's success

______g. Phone contact with customers

______h. Recognition of individual and group achievements

TEST

12. List three considerations concerning burnout/turnover.

a. ______________________________

b. ______________________________

c. ______________________________

13. Select true statements concerning what a telemarketer should learn in training by placing an "X" in the blanks preceding the true statements.

______a. How to identify customer needs

______b. How to prioritize accounts by revenue potential and cycle accounts

______c. Reinforce issues

______d. Overall structure and goals of the company or organization as well as general business functions

______e. Sales skills emphasizing questioning and probing techniques

______f. Basic knowledge about the product or service

______g. Use of unfair trade practices as a competitive tool

______h. How to manage time

14. Match the elements of a telemarketing reference guide on the right with their correct descriptions.

______a. Used for control of the conversation and hold the prospect's attention

______b. Description of tasks

______c. Basic information about the company

______d. Reasons why customer needs product or service

______e. How to ask for the order

______f. How the company sells its products or services

______g. Lists those needs and how the product or service addresses them

______h. Prepared text presentation

______i. How to overcome customer doubts or indecision

1. Overview
2. Selling procedures
3. Telemarketing objectives
4. Customer needs
5. Questions/probes
6. Features and benefits of the product or service
7. Objections and responses
8. Close
9. Script

TEST

15. Complete the following list of statements concerning conditions under which an in-house telemarketing center may be more appropriate than a service bureau by inserting the word(s) that best complete(s) each statement.

    a. Order taking and customer service involving a relatively ____________ number of customers

    b. Necessary integration with internal ____________ departments and personnel

    c. Salespeople know a great deal of ____________ knowledge

16. Complete the following list of statements concerning conditions under which a service bureau may be more appropriate than an in-house telemarketing center by inserting the word(s) that best complete(s) each statement.

    a. Short-term programs with ____________ volume 800 number response

    b. Inadequate in-house ____________ and ____________ needed to perform activities

    c. ____________ generation, ____________ qualification, and new business campaigns

17. Complete the following list of equipment, facilities, and design considerations for a telemarketing center by inserting the word(s) which best complete(s) each statement.

    a. Telecommunications equipment should include a telephone, headset, terminals, and ____________

    b. Manual equipment includes records or files, information on desk such as catalogs, ____________ ____________ and reference guides

    c. Ergonomically correct ____________ ____________, equipment, and reference guides are found in the work stations.

    d. Design considerations concerning the work environment include lighting, acoustics, heating, ventilation, air conditioning, ____________, partitioning, and ____________

(NOTE: If the following activities have not been accomplished prior to the test, ask your instructor when they should be completed.)

18. Collect telemarketing support examples. (Assignment Sheet #1)

19. Develop a telemarketing script. (Assignment Sheet #2)

20. Role play a telemarketing call. (Assignment Sheet #3)

TELEMARKETING
UNIT II

ANSWERS TO TEST

1.

a.	3	i.	13	q.	17
b.	8	j.	16		
c.	12	k.	10		
d.	9	l.	2		
e.	1	m.	5		
f.	4	n.	11		
g.	6	o.	7		
h.	15	p.	14		

2. a, b, d, e, g, h

3. a, b, d, f, g, h, i, j

4.

a.	2
b.	3
c.	1

5.

a.	Response
b.	Sales, leads
c.	Revenues

6.

a.	8	k.	4
b.	7	l.	18
c.	12	m.	3
d.	10	n.	5
e.	14	o.	13
f.	1	p.	16
g.	6	q.	9
h.	11	r.	2
i.	15	s.	17
j.	19		

7. a, b, c, e, f, h

8. a, b, c, d, e, f, h, i, k, l

ANSWERS TO TEST

9. a. Hourly wage plan
   b. Commission only plan
   c. Salary plus commission plan
   d. Bonus plan

10. a. 3
    b. 2
    c. 1

11. a, b, d, e, f, h

12. a. Rotate repetitive tasks
    b. Consider key motivational factors in dealing with burnout and turnover
    c. Identify stress factors on the job.

13. a, b, d, e, f, h

14. a. 5 f. 2
    b. 3 g. 4
    c. 1 h. 9
    d. 6 i. 7
    e. 8

15. a. Small
    b. Support
    c. Technical

16. a. High
    b. Resources, equipment
    c. Lead, prospect

17. a. Facsimile
    b. Price sheets
    c. Modular furniture
    d. Privacy, color (either correct)

18.-20. Evaluated to the satisfaction of the instructor

RADIO ELECTRONIC MEDIA MARKETING
UNIT III

UNIT OBJECTIVE

After completion of this unit, the student should be able to analyze radio electronic media marketing and determine the most effective way to reach the target market. Competencies will be demonstrated by completing the assignment sheets and the unit test with a minimum score of 85 percent.

SPECIFIC OBJECTIVES

After completion of this unit, the student should be able to:

1. Match terms related to radio electronic media marketing with their correct definitions.
2. Complete statements concerning reasons why the radio is prevalent.
3. Select advantages of using the radio as an advertising medium.
4. Select true statements concerning factors to consider in buying radio time.
5. Select true statements concerning factors to consider in creating a spot.
6. List four basic ways a spot can be produced and aired.
7. Conduct an audience survey of radio stations in your market. (Assignment Sheet #1)
8. Determine a target market. (Assignment Sheet #2)
9. Create and produce an advertising spot. (Assignment Sheet #3)

RADIO ELECTRONIC MEDIA MARKETING
UNIT III

SUGGESTED ACTIVITIES

A. Obtain additional materials and/or invite resource people to class to supplement/reinforce information provided in this unit of instruction.

(NOTE: This activity should be completed prior to the teaching of this unit.)

B. Make transparencies from the transparency masters included with this unit.

C. Provide students with objective sheet.

D. Discuss unit and specific objectives.

E. Provide students with information and assignment sheets.

F. Discuss information and assignment sheets.

(NOTE: Use the transparencies to enhance the information as needed.)

G. Integrate the following activities throughout the teaching of this unit:

1. Invite an advertising representative from a local radio station to speak on radio advertising.

2. As a class, listen to the radio and discuss target market, market segmentation, and demographics.

3. The CLEO Award is a very prestigious award in advertising. Write to Cleo Awards, Radio Advertising Bureau, 485 Lexington, New York, NY 10017, or contact your state association of broadcasters for more information or to request a copy of award winning commercials (radio spots).

4. Make copies of sample script and commercials provided in this section and distribute to class. Record students' delivery of commercials on tape and discuss their strengths/weaknesses.

5. Coordinate this unit of study with your state student organization competition.

6. Meet individually with students to evaluate their progress through this unit of instruction, and indicate to them possible areas for improvement.

H. Give test.

I. Evaluate test.

J. Reteach if necessary.

SUGGESTED ACTIVITIES

SAMPLE RADIO SCRIPT

NOTE: "She" with seductive voice who is not impressed with Mr. Know-it-All and puts him in his place.

"He" starts out sounding superior—possibly British accent. Rapidly becomes unsure.

……

HE: "Why should you go out with me? Why I'll have you know I have a four point."

SHE: "OK. Hotshot. Let's see how smart you really are. The subject is automatic bank teller machines. First question: At yours can you use any major bank card?"

HE: "Uh. . .I don't think so."

SHE: "They do at Cowboy Corner. Can you fill up with gas?"

HE: "Well. . .no."

SHE: "You can at Cowboy Corner. Will your teller spot give you your favorite beverages on sale, or fountain drinks with crushed ice?"

HE: "No and no."

SHE: "Can you win PEPSIs, Free movies, Free gasoline, or a Free trip for two like you can at Cowboy Corner?"

HE: "Free gas—in Stillwater?? That is a trip!"

SHE: "You can at Cowboy Corner. So why is a smart guy like you using any other ATM?"

HE: "Well I guess it would be more intelligent to try out Cowboy Corner."

SHE: "You finally got one right!! Cowboy Corner—6th and Duck"

SUGGESTED ACTIVITIES

:10 SAMPLE COMMERCIALS

- ★ WHERE CAN YOU GET HARD HITTING LOW DISTORTION SOUND IN A CAR STEREO AMP? TUNE IN TO COUSTIC AMPLIFIERS AT CUSTOM CAR STEREO, 6th AND PERKINS ROAD, LET A COUSTIC AMPLIFIER CHALLENGE YOUR SENSES TODAY.

- ★ NO NEED TO LEAVE YOUR CAR WITH A SITTER. . TRUST THE CONVENIENCE OF MOBILE SECURITY SYSTEMS FROM ALPINE, CRIME STOPPER, AND COUSTIC. WITH CUSTOM CAR STEREOS EXPERT INSTALLATION, YOUR CAR WILL NEVER BE ALONE AGAIN.

- ★ TAKE YOUR CAR STEREO WITH YOU WHEREVER YOU GO WITH ALPINES QUICK RELEASE CAR STEREOS. . THEY REMOVE IN SECONDS. ALPINE IS NUMBER ONE FOR A REASON, PICK UP ON ALPINE QUALITY AND CONVENIENCE AT CUSTOM CAR STEREO.

- ★ ALPINE IS THE BEST CAR STEREO ON THE ROAD TODAY. AT LEAST ACCORDING TO THE GRAN PRIX AWARDS. . COME FILL YOUR SENSES WITH ALPINE QUALITY TODAY AT STILLWATER'S OWN CUSTOM CAR STEREO.

- ★ WHEN YOU'RE ON THE ROAD, YOU NEED PROTECTION, CUSTOM CAR STEREO CAN HELP WITH SNOOPER RADAR DETECTORS, STARTING AT JUST 139 DOLLARS. SNOOPER BEATS THEM ALL, GET ONE TODAY AT CUSTOM CAR STEREO.

SUGGESTED ACTIVITIES

SAMPLE RADIO SPOT

IF IT SAYS BULOVA, IT'S AMERICAN TIME. THE WATCH THAT'S TRULY AMERICAN. ____________ JEWELRY IS MAKING IT EASY TO OWN A BULOVA. THEY'RE OFFERING 20% OFF YOUR NEW BULOVA WHEN YOU TRADE IN AN OLD WATCH. BULOVA IS A TIMEPIECE YOU CAN BE PROUD OF, FROM SPORTY MEN'S WATCHES, TO DRESS WATCHES FOR MEN AND WOMEN, EVEN DIAMOND DIAL AND CASE WATCHES, BULOVA IS AMERICA'S TIME. SEE THE LARGE SELECTION OF BULOVA TIMEPIECES AT ____________ JEWELRY, NOW AT 20% OFF WHEN YOU BRING IN AN OLD WATCH. ____________ JEWELRY, ____________, ____________.

(NOTE: Local jeweler can insert store name and address to personalize radio spot.)

PROOF OF PERFORMANCE

The announcement was broadcast ____________ times, as entered in the station's program log. The times this announcement was broadcast were billed to this station's client on our invoice(s) numbered/deleted ____________ at his earned rate of:

$ ____________ each for ____________ announcements, for a total of$ ____________
$ ____________ each for ____________ announcements, for a total of$ ____________
$ ____________ each for ____________ announcements, for a total of$ ____________

Sworn to and subscribed before me and in my
presence on this ____ day of ______, 19____ ______________________________
Signature of station official

______________________________ (Notarize above)
______________________________ Typed name and title
____________ Station call letters

REFERENCES USED IN WRITING THIS UNIT

A. Cohen, William A. *Direct Response Marketing*. New York: John Wiley & Sons, 1984.

B. Nash, Edward. *Direct Marketing-Strategy, Planning, and Execution*. New York: McGraw-Hill, 1982.

C. Osborne, G. Scott. *Electronic Direct Marketing*. Englewood Cliffs, NJ: Prentice-Hall, Inc., 1984.

D. Samson, Harland E. *Advertising: Planning and Techniques*. Second Edition. Cincinnati, OH: South-Western Publishing Co., 1985.

SUGGESTED SUPPLEMENTAL RESOURCES

A. Hiber, Jhan. *Winning Radio Research*. Washington, D.C.: National Association of Broadcasters, 1987.

B. Ries, Al and Jack Trout. *Positioning: The Battle For Your Mind*. New York: Warner Books, Inc., 1986.

C. McKinsey and Company and Other Management Consultants. *Radio: In Search of Excellence*. Washington, D.C.: National Association of Broadcasters, 1987.

D. Hooker, Jim. *Radio Station Turnaround Strategies That Work*. Washington, D.C.: National Association of Broadcasters, 1987.

RADIO ELECTRONIC MEDIA MARKETING
UNIT III

INFORMATION SHEET

I. **Terms and definitions**

A. Action statement — Encouragement to the listener to take action

B. Copy — Explanation of offer

C. Cost per thousand (CPM) — Cost per minute times 1,000 divided by audience size

D. Demographics — A form of market segmentation in which the market is divided into groups on the basis of variables such as population, age, sex, households, families, income, occupation, and education

E. Drive time — Hours when people are most apt to be in their cars driving to and from work

F. Frequency — The number of times an advertising spot is to run

G. Headline — Attention getter

H. Market segmentation — The process of dividing the total market into smaller segments of people who are similar to one another in behavior, lifestyle, and goals

I. Media — Methods or outlets used by the advertiser to reach customers

J. Preemptible — Station has the option to replace your ad

K. Promotion — Attempt to persuade potential buyers to select a specific product or service

L. Reach — The number of potential listeners

M. Selective audience — Choosing the group of people who would want or have a need for a specific product or service

N. Target market — A group of persons for whom a marketer creates and maintains a marketing mix that specifically fits the needs and preferences of that group

INFORMATION SHEET

II. **Popularity of the radio** (Transparency 1)

A. Ninety-nine percent of all homes in the United States have a radio.

B. Each home has an average of six radios.

C. Almost every car in the United States has a radio.

D. More than 8,700 radio stations are in the U.S. These are roughly divided between AM and FM stations.

(NOTE: Approximately 1000 television stations are in operation.)

E. Radio broadcasts more than eight times as many ads as does television.

III. **Advantages of using the radio as an advertising medium** (Transparency 2)

A. Radio is a personal medium.

B. Listeners are loyal.

C. Listeners are station specific.

(NOTE: TV viewers are program specific.)

D. Selective audience can be attained through narrow program formatting.

E. Demographic information allows targeting a specific audience.

F. Radio is inexpensive.

(NOTE: Cost of time averages less than $2 cpm. Production costs could be nil if a firm wrote their own script and mailed it to the station and the announcer read it. Studio produced tape is very inexpensive.)

G. Radio is flexible as changes in advertising can be easy and inexpensive.

(NOTE: Scripts can be rewritten, tapes can be rerecorded, prices changed and terms revised.)

H. Responses to changes in advertising can be measured.

IV. **Factors to consider in buying time**

A. Rates reflect supply and demand and audience penetration levels.

B. Highest rate is usually during "drive time" (prime time).

C. Run of station (ROS) is the lowest published rates. These spots are scheduled by the station and are usually preemptible.

INFORMATION SHEET

D. It is sometimes possible to trade or barter a part of your inventory for air time.

E. Buying time is based on the reach and frequency of the spots.

V. **Factors to consider in creating a spot** (Transparency 3)

A. The product or service can be demonstrated and described.

B. Audience attention must be gained immediately.

(NOTE: Music, sound effects or a strong headline statement can be used to qualify the audience and grab its attention.)

C. Headline statement should tell the audience why they should be listening to the ad.

D. Headline should be keyed toward users of product or service.

E. Interest should be developed by describing benefits and important features that the product or service will provide.

EXAMPLE: Security for the family, a quick tan, or prestige

F. Action statement should convince consumer to purchase or respond now and not wait.

EXAMPLE: Limited offer, future price increase, a free gift

G. Copy should contain all details needed to purchase or respond.

EXAMPLE: Telephone number, address, or other pertinent information.

VI. **Basic ways a spot can be produced and aired**

A. Live script

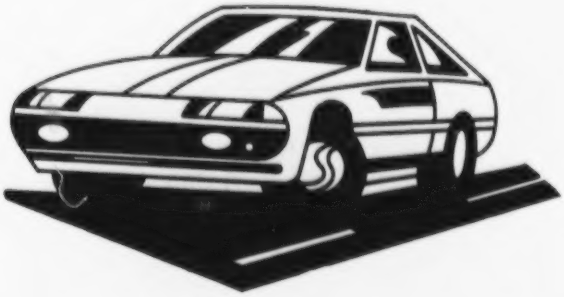
B. Ad-lib

C. Studio-produced tapes

D. Prepared tape

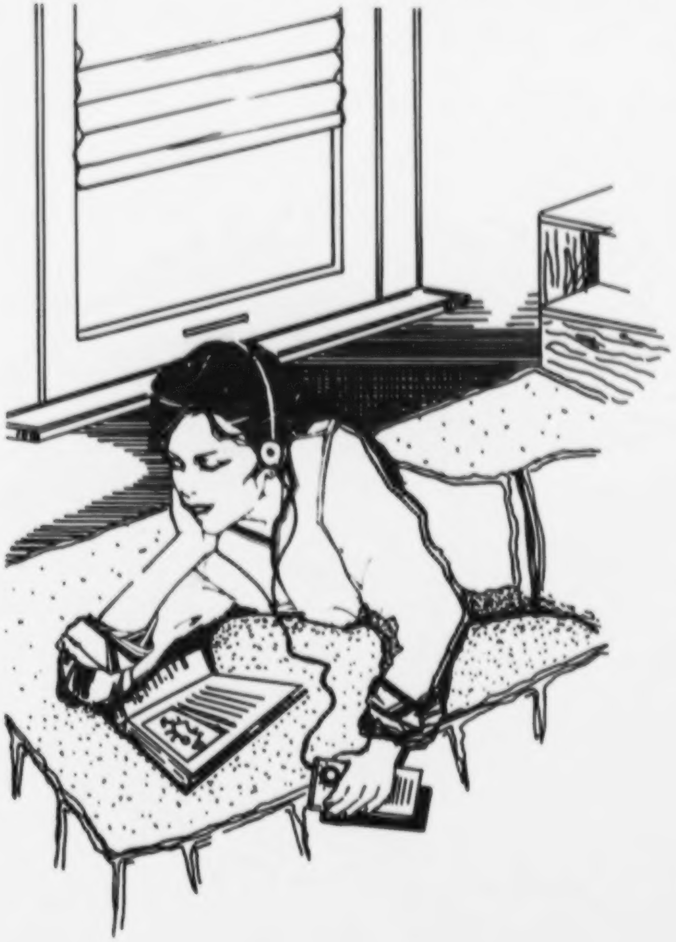
Radio Is Prevalent

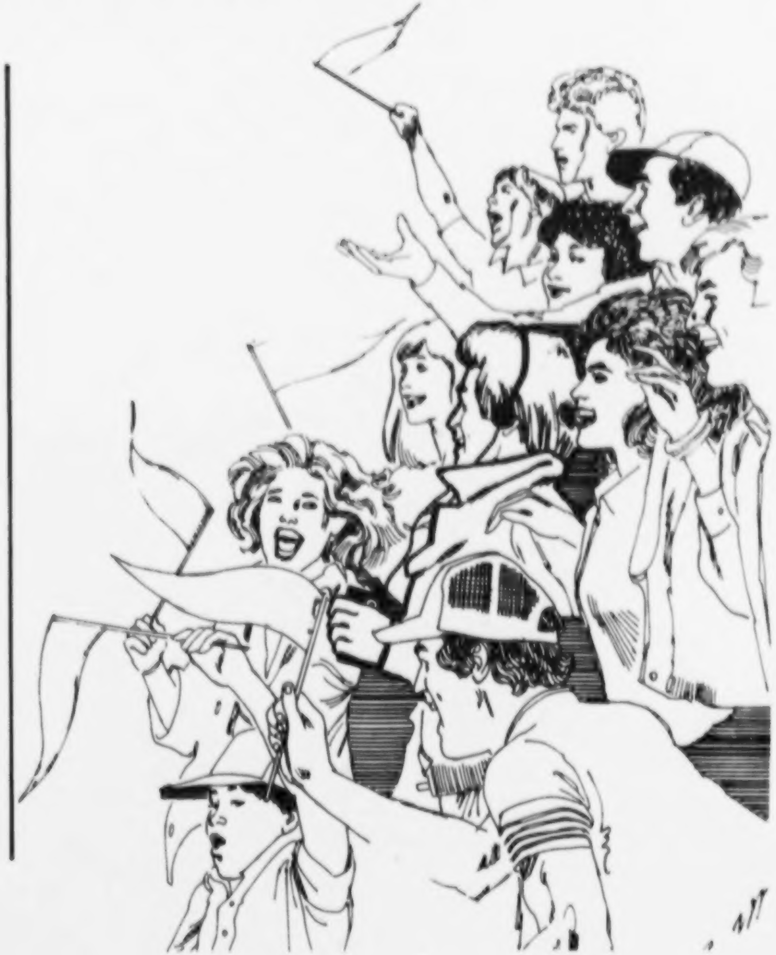
99% of all homes have radios. Each of those homes has an average of six radios.



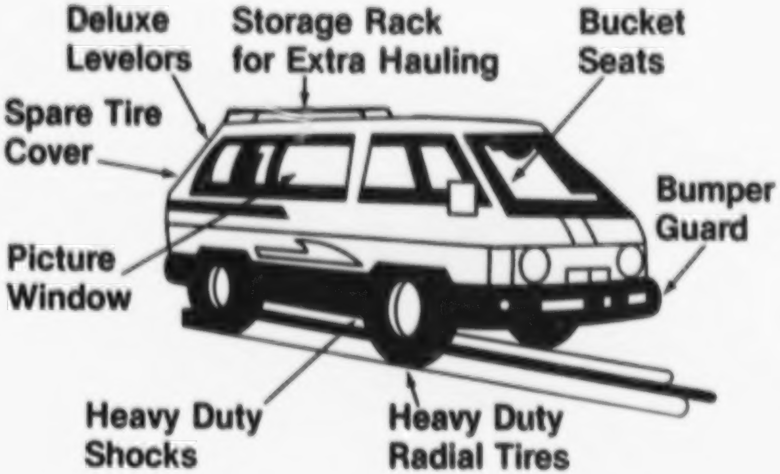
Almost every car in the United States has a radio.

The Radio as a Promotion Medium





Creating a Spot Ad


Deluxe Levelors
Storage Rack for Extra Hauling
Bucket Seats
Spare Tire Cover
Bumper Guard
Picture Window
Heavy Duty Shocks
Heavy Duty Radial Tires

- Describe product.
- Gain audience attention. (Music, sound effects)
- Tell audience why they should be listening
- Describe benefits and features. (Security for family, prestige, etc.)
- Convince customer to purchase or respond now, such as a limited offer.
- Give details needed to purchase or respond. (Telephone number, address, etc.)

This weekend only. $00000.00
for this luxury van. Will finance
at _________ % with 10% down payment.

RADIO ELECTRONIC MEDIA MARKETING
UNIT III

ASSIGNMENT SHEET #1 — CONDUCT AN AUDIENCE SURVEY OF RADIO STATIONS IN YOUR MARKET

NAME ______________________ SCORE ______________________

Directions: Conduct a survey in your school to determine the radio stations students listen to the most. You may add your own questions to the survey. Discuss your results.

A. What is your favorite radio station? ______________________

____

B. What type of music does it play? ______________________

____

C. When do you listen to the radio? ______________________

____

D. What type of products are advertised on your favorite radio station? __________

____

E. Have you ever bought a product as a result of a commercial on the radio? ________

____

F. If yes, what was the product? ______________________

____

G. Did the commercial depict the product accurately? ______________________

____

H. What is your favorite commercial? ______________________

____

Why? ______________________

____

____

ASSIGNMENT SHEET #1

I. What is your least favorite commercial?

Why?

RADIO ELECTRONIC MEDIA MARKETING
UNIT III

ASSIGNMENT SHEET #2 — DETERMINE A TARGET MARKET

NAME ______________________ SCORE ______________________

Directions: Listen to your favorite radio station for one hour. Listen for the ads. Using the space below, write the names of the products or services advertised and the target market.

Name of Product or Service	Target Market

RADIO ELECTRONIC MEDIA MARKETING
UNIT III

ASSIGNMENT SHEET #3 — CREATE AND PRODUCE AN ADVERTISING SPOT

NAME ______________________ SCORE ______________________

Directions: Create a 30-second radio advertising spot. Produce and air your radio spot in one of three ways: (1) live script, (2) ad-lib, or (3) studio-produced tapes (or classroom-produced tapes). If your school has a media specialist, ask for assistance.

(NOTE: Review Objective V before completing this assignment.)

RADIO ELECTRONIC MEDIA MARKETING
UNIT III

ANSWERS TO ASSIGNMENT SHEETS

Assignment Sheet #1 — Evaluated to the satisfaction of the instructor

Assignment Sheet #2 — Evaluated to the satisfaction of the instructor

Assignment Sheet #3 — Radio spot should include:

(1) Headline keyed toward users
(2) Action statement
(3) Attention getter
(4) Copy containing details
(5) Benefits and features
(6) Demonstration and/or description of product or service

RADIO ELECTRONIC MEDIA MARKETING
UNIT III

TEST

NAME ______________________ SCORE ______________________

1. Match the terms on the right with their correct definitions.

______a. Methods or outlets used by the advertiser to reach customers

______b. Cost per minute times 1,000 divided by audience size

______c. Attempt to persuade potential buyers to select a specific product or service

______d. Choosing the group of people who would want or have a need for a specific product or service

______e. A form of market segmentation in which the market is divided into groups on the basis of variables such as population, age, sex, households, families, income, occupation, and education

______f. Hours when people are most apt to be in their cars driving to and from work

______g. Station has the option to replace your ad

______h. The number of potential listeners

______i. The number of times an advertising spot is to run

______j. Attention getter

______k. Explanation of offer

______l. Encouragement to the listener to take action

______m. The process of dividing the total market into smaller segments of people who are similar to one another in behavior, lifestyle, and goals

______n. A group of persons for whom a marketer creates and maintains a marketing mix that specifically fits the needs and preferences of that group

1. Action statement
2. Copy
3. Cost per thousand
4. Demographics
5. Drive time
6. Frequency
7. Headline
8. Market segmentation
9. Media
10. Preemptible
11. Promotion
12. Reach
13. Selective audience
14. Target market

TEST

2. Complete the following list of statements concerning reasons why the radio is prevalent by inserting the word(s) which best complete(s) each statement.

   a. ____________ percent of all homes in the United States have a radio.

   b. Each home has an average of ____________ radios.

   c. Almost every ____________ in the United States has a radio.

   d. More than ____________ radio stations are in the U.S. These are roughly divided between AM and FM stations.

   e. ____________ broadcasts more than ____________ times as many ads as does ____________ .

3. Select from the following list advantages of using the radio as an advertising medium by placing an "X" in the blanks preceding the correct advantages.

   _____a. Listeners are loyal.

   _____b. Listeners are station specific.

   _____c. Radio is flexible.

   _____d. Radio is inexpensive.

   _____e. Demographic information allows targeting a specific audience.

   _____f. Show brand names of goods together.

   _____g. Radio is a personal medium.

   _____h. Selective audience can be attained through narrow program formatting.

   _____i. Selectivity of goods.

4. Select true statements concerning factors to consider in buying time by placing an "X" in the blanks preceding the true statements.

   _____a. Buying time is based on the reach and frequency of the spots.

   _____b. Highest rate is usually during "drive time" (prime time).

   _____c. It is sometimes possible to trade or barter a part of your inventory for air time.

   _____d. Run of station (ROS) is the highest published rate.

   _____e. Rates reflect supply and demand and audience penetration levels.

TEST

5. Select true statements concerning factors to consider in creating a spot by placing an "X" in the blanks preceding the true statements.

    _____a. Headline should be keyed toward users of product or service.

    _____b. Action statement should convince consumer to purchase or respond now and not wait.

    _____c. Audience attention must be gained immediately.

    _____d. Select a good bank manager.

    _____e. Copy should contain all details needed to purchase or respond.

    _____f. File for late extension.

    _____g. Interest should be developed by describing benefits and important features that the product or service will provide.

    _____h. The product or service can be demonstrated and described.

    _____i. Headline statement should tell the audience why they should be listening to the ad.

6. List four basic ways a spot can be reproduced and aired.

    a. ________________________________

    b. ________________________________

    c. ________________________________

    d. ________________________________

(NOTE: If the following activities have not been accomplished prior to the test, ask your instructor when they should be completed.)

7. Conduct an audience survey of radio stations in your market. (Assignment Sheet #1)

8. Determine a target market. (Assignment Sheet #2)

9. Create and produce an advertising spot. (Assignment Sheet #3)

RADIO ELECTRONIC MEDIA MARKETING
UNIT III

ANSWERS TO TEST

1.

a.	9	h.	12
b.	3	i.	6
c.	11	j.	7
d.	13	k.	2
e.	4	l.	1
f.	5	m.	8
g.	10	n.	14

2. a. Ninety-nine (99)
   b. Six
   c. Car
   d. 8,700
   e. Eight

3. a, b, c, d, e, g, h

4. a, b, c, e

5. a, b, c, e, g, h, i

6. a. Live script
   b. Ad-lib
   c. Studio-produced tapes
   d. Prepared tape

7.-9. Evaluated to the satisfaction of the instructor

TELEVISION ELECTRONIC MEDIA MARKETING
UNIT IV

UNIT OBJECTIVE

After completion of this unit, the student should be able to analyze television electronic media marketing and write and produce a television ad. Competencies will be demonstrated by completing the assignment sheets, job sheet, and the unit tests with a minimum score of 85 percent.

SPECIFIC OBJECTIVES

After completion of this unit, the student should be able to:

1. Match terms related to television electronic media marketing with their correct definitions.
2. Select true statements concerning the reasons why television is widely used in marketing.
3. Complete statements concerning network TV spots and local TV station spots.
4. List the advantage of a spot purchase to the direct marketer.
5. Select true statements concerning the reasons why the quality of the direct response TV commercial has increased.
6. Complete statements concerning factors of rating and response.
7. Select true statements concerning the procedure for selecting the appropriate station in your market.
8. Describe the four motivational elements of a commercial.

OBJECTIVE SHEET

9. List four ways to establish commercial credibility.
10. Select true statements concerning factors in determining commercial length.
11. Complete statements concerning trends in commercial lengths.
12. Distinguish between testing and production considerations.
13. Select true statements concerning film vs. videotape usage in ad production.
14. Select true statements concerning testing and analyzing results of TV commercials.
15. Prepare a TV viewing log. (Assignment Sheet #1)
16. Write a TV ad promoting a product or a service. (Assignment Sheet #2)
17. Demonstrate the ability to produce your TV ad using film or videotape. (Job Sheet #1)

TELEVISION ELECTRONIC MEDIA MARKETING
UNIT IV

SUGGESTED ACTIVITIES

A. Obtain additional materials and/or invite resource people to class to supplement/reinforce information provided in this unit of instruction.

(NOTE: This activity should be completed prior to the teaching of this unit.)

B. Make transparencies from the transparency masters included with this unit.

C. Provide students with objective sheet.

D. Discuss unit and specific objectives.

E. Provide students with information and assignment sheets.

F. Discuss information and assignment sheets.

(NOTE: Use the transparencies to enhance the information as needed.)

G. Provide students with job sheet.

H. Discuss and demonstrate the procedure outlined in the job sheet.

I. Integrate the following activities throughout the teaching of this unit:

1. Invite a person from a television station who is involved with management of the station to speak to class.
2. Take students on a field trip to a television station.
3. Discuss television advertising's influence on today's society, and society's influence on television marketing.
4. The CLEO Award is a very prestigious award in advertising. Write to Cleo Awards, Radio Advertising Bureau, 485 Lexington, New York, NY 10017, or contact your state association of broadcasters for more information or to request a copy of award winning commercials (radio spots).
5. Write a TV commercial promoting Vo-Tech Week to be broadcast during National Vo-Tech Week. This could correspond with Assignment Sheet #3.
6. Provide students with examples of commercial scripts and appropriate information such as when and where products were advertised and the selected target market.
7. Coordinate this unit of study with your student organization activities.
8. Meet individually with students to evaluate their progress through this unit of instruction, and indicate to them possible areas for improvement.

SUGGESTED ACTIVITIES

J. Give test.

K. Evaluate test.

L. Reteach if necessary.

REFERENCES USED IN WRITING THIS UNIT

A. Cohen, William A. *Direct Response Marketing*. New York: John Wiley & Sons, 1984.

B. Nash, Edward. *Direct Marketing-Strategy, Planning, and Execution*. New York: McGraw-Hill, 1982.

C. Osborne, G. Scott. *Electronic Direct Marketing*. Englewood Cliffs, NJ: Prentice-Hall, Inc., 1984.

D. Lynch, Richard; Herbert L. Ross; and Ralph D. Wray. *Introduction to Marketing*. New York: McGraw-Hill, Inc. 1984.

TELEVISION ELECTRONIC MEDIA MARKETING
UNIT IV

INFORMATION SHEET

I. **Terms and definitions**

  A. Breakeven point — Revenues equal expenses

  B. Demographic flexibility — Ability to adjust to variables such as age, sex, income, occupation, and education

  C. Inventory — Available time to sell

  D. Mass market — Large quantity of potential customers

  E. Package — A series of spots to be given over a specified period of time

  F. Preemptible — Station has the option to replace your ad

  G. Rollout — Phased implementation of an entire promotional program

  H. Run-of-station (ROS) — Spots with lowest rates scheduled by the station and are usually preemptible

  I. Spot — A time segment, usually 15, 30, or 60 seconds

  J. Support advertising — Secondary medium to support an effort in the primary medium

  K. Target audience — A specific segment of the mass market

II. **Reasons why television is widely used in marketing** (Transparency 1)

  A. Families in the United States own an average of two television sets.

  B. Americans rely on television as a primary source of information and entertainment.

  C. Average viewing time is in excess of six hours per day.

  D. Television is powerful when combined with the telephone as an immediate response vehicle.

  EXAMPLE: The annual Jerry Lewis Telethon raises millions of dollars and the telephone is the response vehicle.

  E. Television is capable of contacting thousands of potential customers.

  EXAMPLE: Tape and album promotions. The telephone and an address are the response vehicles.

  F. Television is ideally suited for products with mass market appeal.

  G. Audiences can be targeted using advertising spots adjacent to programs watched by the target audience. (Transparency 2)

INFORMATION SHEET

III. Network TV spots and local TV station spots

- A. Network TV spots
  1. Spots can be expensive.
  2. Profitable returns are not necessarily created due to national coverage.
  3. Network affiliates do not have as much local spot inventory.
  4. Availability of the 120 second spot is limited.
  5. Spots may be nationwide or regional.
  6. Spots can be preemptible.
- B. Local TV station spots
  1. Spots are less expensive.
  2. Spots are aired within or adjacent to lower-rated programs.
  3. Inventory (commercial time) is comprised entirely of local spot availabilities.
  4. The 120 second spot is offered.

     (NOTE: The 120 second spot is a common useful length for a direct response commercial.)
  5. ROS or preemptible spots are available.

IV. **Spot purchase advantage to the direct marketer** — Can choose specific markets at specific times to produce the most successful returns

V. Reasons why the quality of the direct response TV commercial has increased

- A. Increased advertising dollars allow directors and producers more flexibility in content and style.
- B. Support advertising, which is more impression-type advertising than direct-sale or direct-lead advertising, attracts advertising agencies who are more adept at creating the high-budget, professionally produced commercials found in general advertising.
- C. Most commercials now are a blend of high-quality production techniques and direct marketing fundamentals.
- D. Marketers today are testing more thoroughly before a full-scale advertising rollout.
- E. Target market is responding more enthusiastically to more subtle, better quality promotions.

INFORMATION SHEET

VI. **Factors affecting ratings and response**

A. Spot prices are based on audience ratings and demand.

B. High spot price signifies high ratings.

C. Low spot price signifies low ratings.

VII. **Procedure for selecting the appropriate station in your market**

A. Match the station to the target market.

B. Determine if the desired time or inventory is available.

C. Negotiate a price.

D. Place an order.

E. Make sure the commercial is played as scheduled. If preemptible or ROS, learn when it was played.

F. Follow-up on the make-good arrangement if commercial appeared at a later time.

G. Check the bills.

H. Monitor continually for potential schedule readjustments.

(NOTE: Computers are used in tracking the progress of a promotion. The task would be almost impossible without the computerization of data.)

I. Select a flexible package which allows removal of unproductive promotions and replacement with a variation of the promotion or with a commercial that promotes another product.

VIII. **Motivational elements of a commercial**

(NOTE: These elements are commonly called AIDA.)

A. Attention — The first few seconds of the commercial should immediately draw attention to the message.

EXAMPLE: An album or tape offer begins with a sample of songs from the album or tape. The songs immediately define the targeted audience.

B. Interest — After capture of audience's attention, tell how the product will benefit them.

INFORMATION SHEET

C. **Desire** — Turn the interest created into a desire to obtain the advertised product.

(NOTE: Desire is most commonly created by giving the ad a sense of urgency and a reason why the consumer just cannot do without the product.)

D. **Action** — Transfer the created desire into action. Motivate the consumer to act immediately.

(NOTE: If the consumer is not motivated to act immediately, the response probability is reduced drastically. If phone lines are busy, the probability of a call-back is very low.)

EXAMPLES: Action producing devices: Offering a premium for an immediate order, price discounts, "two-for-the-price-of-one".

IX. Ways to establish commercial credibility

A. Begin with a well-produced ad. Consumer's perception of the ad carries over to the perception of the quality of the product.

B. Stress the quality of the product. Point out features and benefits. Offer testimonials from satisfied customers. Show product in action.

C. Offer a guarantee. By law every direct marketing ad must offer a money-back guarantee. Announce guarantees and the terms and in so doing, capitalize on the law. The guarantee shows confidence in the product. This is very important when selling a product unfamiliar to the viewers.

D. Select an announcer who conveys credibility to the ad. The announcer can convey honesty and sincerity and make or break the ad.

X. Factors in determining commercial length

A. Preliminary testing can reveal the most effective length.

B. Length may need to be varied depending upon the market and the ad's objective.

C. Enough length is needed to transmit all of the pertinent selling points of the product or service and ordering information.

D. Direct-sales ad generally is longer than the direct-lead ad and can be up to 120 seconds or more.

E. Direct-sale ad is trying to get the customer to buy the product, and more time may be needed to generate that response.

INFORMATION SHEET

F. Direct-sale ads must present all of the pertinent features and benefits of the product to the consumer to base a wise buying decision.

G. Direct-lead ads have a follow-up contact outside the television medium to close the sale.

H. Direct-sale and direct-lead ads need to ensure time length required for consumers to write down the phone number or address.

XI. **Trends in ad lengths**

A. Average commercial length has been decreasing over the last five years.

B. Today's trend is toward the fifteen-second spot.

C. Repeated exposure provides consumers a familiarity.

D. Shorter ad may be all that is needed to spur the consumer to act and the increased response could lower cost per order.

XII. **Testing and production cost considerations**

A. Testing cost considerations

1. Local or network scope must be determined. Network is much more expensive.
2. Rollout budget (anticipated cash flow needs) can be determined by multiplying estimated sales volume times maximum acceptable cost per order.
3. Testing costs should be recovered in the revenue each ad generates.

B. Production cost considerations

1. Get estimates from several producers.
2. Consider the cost difference, but be aware that the experience and reputation of the producer, the approach to shooting the ad, and the talent level of cast and crew all play a part in the cost.
3. Cost-plus bid is an open-ended estimate. The producer charges the cost of production plus a percentage.
4. Completion bid is the cost the producer sets for total completion of the production. Any unforeseen costs incurred must be absorbed by the producer.

INFORMATION SHEET

XIII. Film vs. video tape usage in ad production

A. The visual image desired should be the criteria in determining whether to use film or videotape.

B. Film has a grainy, rich texture which gives the ad a soft, expensive look.

C. Videotape gives images a sharper, cleaner look and gives the impression of being more alive.

D. Film is more easily edited and preferred by most producers and directors.

(NOTE: Whichever medium is chosen, it should be professionally done, and visual quality should be seen in the finished product.)

XIV. Testing and analyzing results of TV ads

A. Measurability is the real value of direct-response advertising.

B. Effectiveness of promotion can be revealed in a short period of time whether it be in a test phase or in the middle of a rollout.

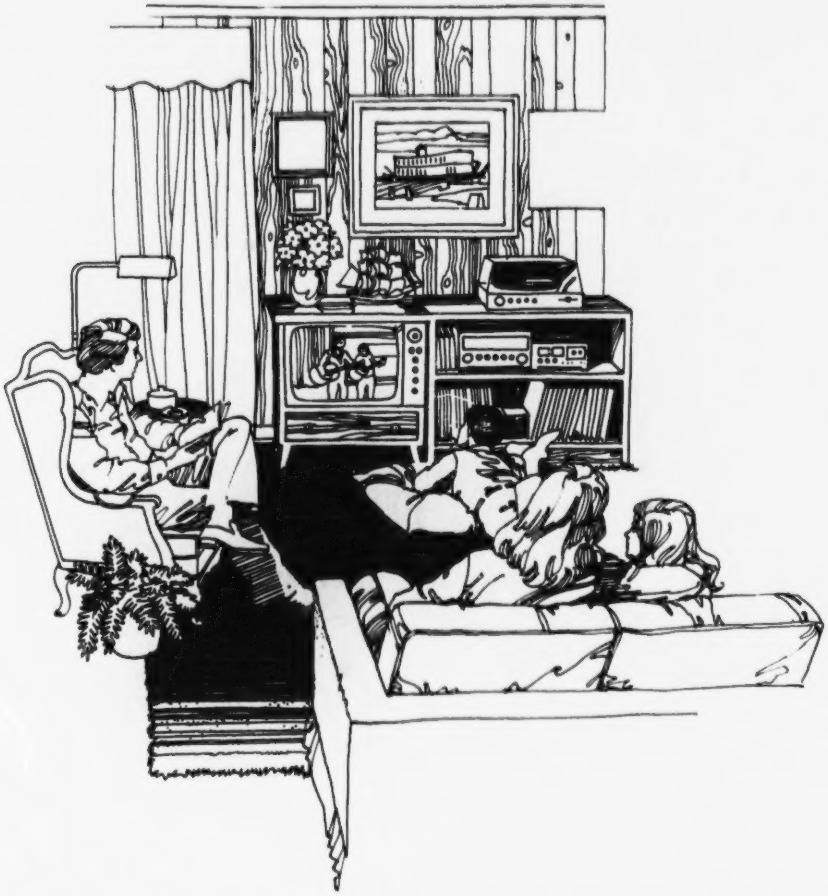
C. Adjustments can be made to take advantage of the most productive areas of a market or a station.

D. Testing strategy is dependent on the type of promotion—national, regional, or local markets.

E. Use the best markets revealed by the tests.

F. Television as a direct marketing tool can be used to test products for other direct response media.

The Power of Television

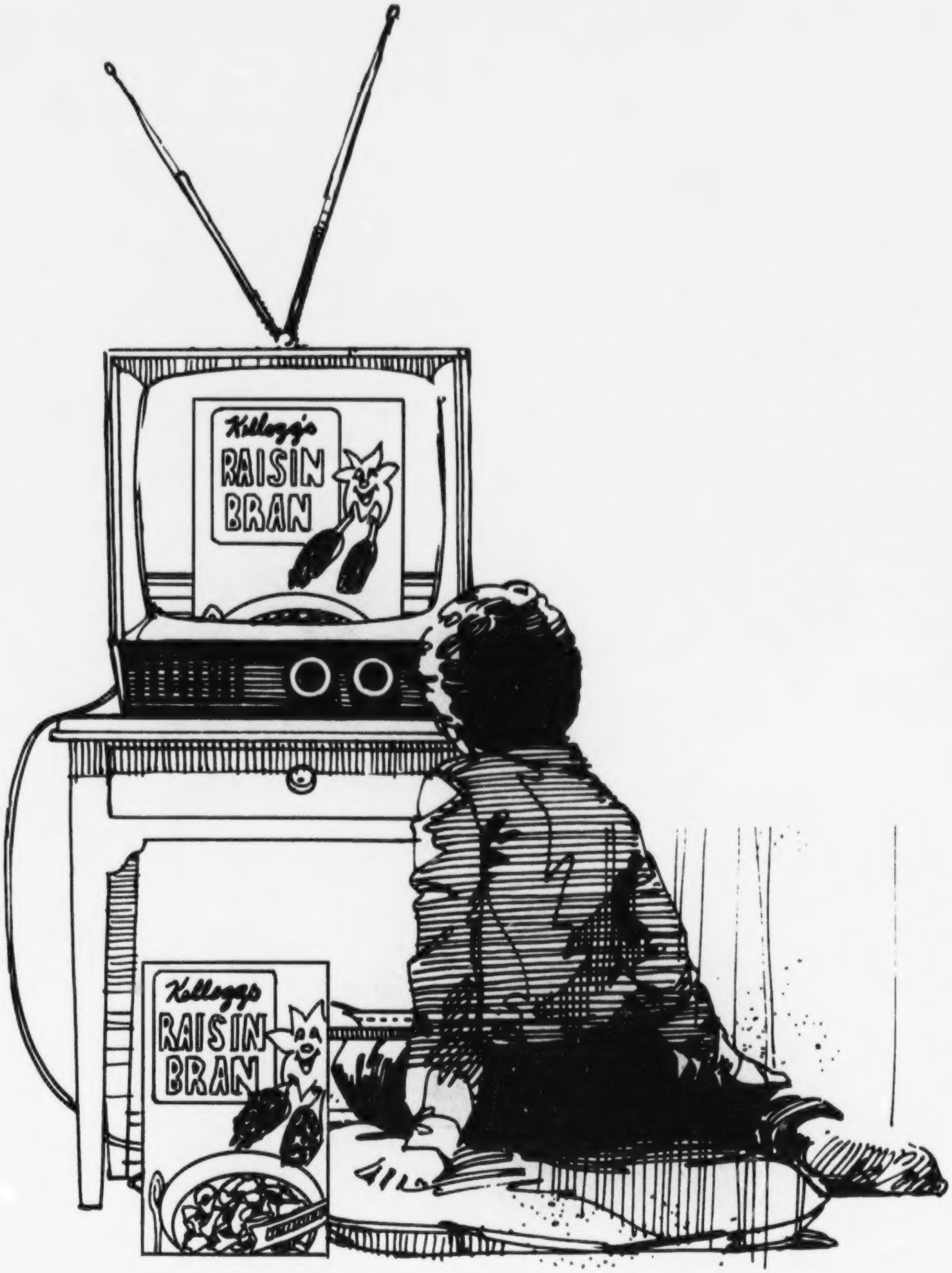


Average 2 televisions per family in the United States

View television over 6 hours per day

Primary source of information and entertainment

Reaching Target Audience


Kellogg's
RAISIN
BRAN
Kellogg's
RAISIN
BRAN

TELEVISION ELECTRONIC MEDIA MARKETING
UNIT IV

ASSIGNMENT SHEET #1 — PREPARE A TV VIEWING LOG

NAME ____________________ SCORE ____________________

Directions: Prepare a TV viewing log. Watch TV on a weekday during the evening for 2 hours and on Saturday or Sunday during daytime for 2 hours. On the sheet below, record programs watched, time, commercials, target audience of the commercial, if a 1-800 number was in the commercial, and whether it was a network or local commercial.

PART I

TV PROGRAM	TIME	COMMERCIALS	TARGET AUDIENCE	1-800 # YES/NO	NETWORK (N) LOCAL (L)

ASSIGNMENT SHEET #1

TV PROGRAM	TIME	COMMERCIALS	TARGET AUDIENCE	1-800 # YES/NO	NETWORK (N) LOCAL (L)

ASSIGNMENT SHEET #1

PART II

Directions: List reasons why the commercials were aired during or adjacent to the particular TV programs. Use the space provide below.

Weekday Programs:

ASSIGNMENT SHEET #1

Weekend Programs:

TELEVISION ELECTRONIC MEDIA MARKETING
UNIT IV

ASSIGNMENT SHEET #2 — WRITE A TV AD PROMOTING A PRODUCT OR A SERVICE

NAME ____________________ SCORE ____________________

Directions: Write a fifteen-second TV commercial promoting a product or a service.

(NOTE: Use the motivational elements of a commercial commonly called AIDA; display credibility; and, use appropriate length for your promotion.)

TELEVISION ELECTRONIC MEDIA MARKETING
UNIT IV

ANSWERS TO ASSIGNMENT SHEETS

Assignment Sheet #1

PART I — Evaluated to the satisfaction of the instructor

PART II — Reasons for the weekday and the weekend programming should be program specific and include some of the following variables characteristic of the targeted audience:

1. Age
2. Sex
3. Family
4. Households
5. Income
6. Education
7. Location
8. Lifestyles
9. Activities
10. Interests
11. Personality
12. Self-concepts
13. Psychological influences
14. Motives
15. Attitudes
16. Perceptions
17. Cultural values
18. Social status

Assignment Sheet #2 — The ad should include the following motivational elements: (1) Attention, (2) Interest, (3) Desire, (4) Action. Credibility should be established.

TELEVISION ELECTRONIC MEDIA MARKETING
UNIT IV

JOB SHEET #1 — PRODUCE YOUR TV AD USING FILM OR VIDEOTAPE

A. Equipment and materials needed

1. Camera
2. Film or videotape
3. Props (if needed)
4. Actor/Actress (if needed)

   (NOTE: You may recruit classmates for your cast or you can do it alone.)

B. Procedure

(NOTE: If the school has a media department, ask for assistance in filming or taping your ad.)

1. Identify your product or service to be advertised.
2. Define your objective.
3. Establish your target market.
4. Determine the time frame.
5. Determine method of response, if any.
6. Write script.

   (NOTE: Do not forget motivational elements.)

7. Calculate costs.
8. Arrange for actor(s) and/or actress(es).
9. Create your set.
10. Film or videotape the ad.
11. Test market (using your class members as your audience) before complete roll-out of your ad.
12. Make any needed adjustments.
13. Proceed with the complete ad roll-out.
14. Determine effectiveness.
15. Return equipment and materials to their proper storage location.

TELEVISION ELECTRONIC MEDIA MARKETING
UNIT IV

JOB SHEET #1 PRACTICAL TEST — PRODUCE YOUR TV AD USING FILM OR VIDEOTAPE

STUDENT'S NAME ______________________________ DATE ____________

EVALUATOR'S NAME ______________________________ ATTEMPT NO. ______

Instructions: When you are ready to perform this task, ask your instructor to observe the procedure and complete this form. All items listed under "Process Evaluation" must receive a "Yes" for you to receive an overall performance evaluation.

PROCESS EVALUATION

(EVALUATOR NOTE: Place a check mark in the "Yes" or "No" blanks to designate whether or not the student has satisfactorily achieved each step in this procedure. If the student is unable to achieve this competency, have the student review the materials and try again.)

The student:		YES	NO
1.	Checked out proper tools and materials.	______	______
2.	Identified product or service to be advertised.	______	______
3.	Defined the object.	______	______
4.	Established the target market.	______	______
5.	Determined the time frame.	______	______
6.	Determined method of response, if any.	______	______
7.	Wrote script.	______	______
8.	Calculated costs.	______	______
9.	Arranged for actor(s) and/or actress(es).	______	______
10.	Created the set.	______	______
11.	Filmed or videotaped the ad.	______	______
12.	Tested market.	______	______
13.	Made any needed adjustments.	______	______
14.	Proceeded with the complete ad roll-out.	______	______
15.	Determined effectiveness of the ad.	______	______
16.	Checked in/put away tools and materials.	______	______
17.	Cleaned the work area.	______	______
18.	Used proper tools correctly.	______	______
19.	Performed steps in a timely manner. (___hrs. ___min. ___sec.)	______	______
20.	Practiced safety rules throughout procedure.	______	______
21.	Provided satisfactory responses to questions asked.	______	______

EVALUATOR'S COMMENTS: ____

____

JOB SHEET #1 PRACTICAL TEST

PRODUCT EVALUATION

(EVALUATOR NOTE: Rate the student on the following criteria by circling the appropriate numbers. Each item must be rated at least a "3" for mastery to be demonstrated. (See performance evaluation key below.) If the student is unable to demonstrate mastery, student materials should be reviewed and another product must be submitted for evaluation.)

Criteria:				
Appropriate script written	4	3	2	1
Set/props suitable for script	4	3	2	1
Ad contained motivational elements	4	3	2	1
Ad credible	4	3	2	1
Ad objective met	4	3	2	1
Effectiveness determined	4	3	2	1

EVALUATOR'S COMMENTS: ______________________________

____

PERFORMANCE EVALUATION KEY

4 — Skilled — Can perform job with no additional training.
3 — Moderately skilled — Has performed job during training program; limited additional training may be required.
2 — Limited skill — Has performed job during training program; additional training is required to develop skill.
1 — Unskilled — Is familiar with process, but is unable to perform job.

(EVALUATOR NOTE: If an average score is needed to coincide with a competency profile, total the designated points in "Product Evaluation" and divide by the total number of criteria.)

TELEVISION ELECTRONIC MEDIA MARKETING
UNIT IV

TEST

NAME ______________________ SCORE ______________________

1. Match the terms on the right with their correct definitions.

_____a. A time segment, usually 15, 30, or 60 seconds

_____b. Large quantity of potential customers

_____c. Revenues equal expenses

_____d. Secondary medium to support an effort in the primary medium

_____e. Phased implementation of an entire promotional program

_____f. A specific segment of the mass market

_____g. Station has the option to replace your ad

_____h. Ability to adjust to variables such as age, sex, income, occupation, and education

_____i. Spots with lowest rates scheduled by the station and are usually preemptible

_____j. Available time to sell

_____k. A series of spots to be given over a specified period of time

1. Breakeven point
2. Demographic flexibility
3. Inventory
4. Mass market
5. Package
6. Preemptible
7. Rollout
8. Run-of-station (ROS)
9. Spot
10. Support advertising
11. Target audience

2. Select true statements concerning the reasons why television is widely used in marketing by placing an "X" in the blanks preceding the true statements.

_____a. Families in the United States own an average of two television sets.

_____b. Newspapers and books are the primary sources Americans rely on for information and entertainment.

_____c. Average viewing time is three hours per day.

_____d. Television is powerful when combined with the telephone as an immediate response vehicle.

TEST

_____e. Television is capable of contacting thousands of potential customers.

_____f. Television is unsuited for products with mass market appeal.

_____g. Audiences can be targeted using advertising spots adjacent to programs watched by the target audience.

3. Complete the following statements concerning network TV spots and local TV station spots by inserting the word(s) which best complete(s) each statement.

   a. Network TV spots

      1) Spots can be ____________.

      2) Profitable returns are not necessarily created due to ____________ ____________.

      3) Network affiliates do not have as much ____________ spot inventory.

      4) Availability of the ____________ second spot is limited.

      5) Spots may be nationwide or ____________.

      6) Spots can be ____________.

   b. Local TV station spots

      1) Spots are ____________ ____________.

      2) Spots are aired within or adjacent to ____________ programs.

      3) ____________ is comprised entirely of local spot availabilities.

      4) The ____________ second spot is offered.

      5) ____________ or preemptible spots are available.

4. List the advantage of a spot purchase to the direct marketer.

   ____

   ____

TEST

5. Select true statements concerning the reasons why the quality of the direct response TV commercial has increased by placing an "X" in the blanks preceding the true statements.

_____a. Increased advertising dollars allow directors and producers more flexibility in content and style.

_____b. Support advertising attracts agencies who are more adept at creating high-budget, professionally produced commercials.

_____c. Marketers today do a full-scale advertising rollout before testing.

_____d. Target market is responding more enthusiastically to more subtle, better quality promotions.

_____e. Most commercials now are a blend of high-quality production techniques and direct marketing fundamentals.

6. Complete the following statements concerning factors of rating and response by inserting the word(s) which best complete(s) each statement.

a. Spot prices are based on audience ratings and _____________ .

b. High spot price signifies _____________ ratings.

c. Low spot price signifies _____________ ratings.

7. Select true statements concerning the procedure for selecting the appropriate station in your market by placing an "X" in the blanks preceding the true statements.

_____a. Determine if the desired time or inventory is available.

_____b. Check the bills.

_____c. Place an order.

_____d. Negotiate a price.

_____e. Preemptible commercials are lost if not played at scheduled time.

_____f. Flexible packaging is not available.

_____g. Computers are used in tracking the promotion progress.

TEST

8. Describe the four motivational elements of a commercial.

   a. Attention — ____________________

   ____

   b. Interest — ____________________

   ____

   c. Desire — ____________________

   ____

   d. Action — ____________________

   ____

9. List four ways to establish commercial credibility.

   a. ____________________

   b. ____________________

   c. ____________________

   d. ____________________

10. Select true statements concerning factors in determining commercial length by placing an "X" in the blanks preceding the true statements.

_____a. Length may need to be varied depending upon the market and the ad's objective.

_____b. Preliminary testing can reveal the most effective length.

_____c. Follow-up contact outside the television medium is not needed to close the sale in a direct-lead ad.

_____d. Direct-lead ad is generally longer than the direct-sales ad and can be up to 30 seconds.

_____e. Enough length is needed to transmit all of the pertinent selling points of the product or service and ordering information.

_____f. Direct-sale ad is trying to get the customer to buy the product, and more time may be needed to generate that response.

_____g. Consumers need enough time to write down phone number or address.

_____h. Direct-sale ads must present all of the pertinent features and benefits of the product to the consumer to base a wise buying decision.

TEST

11. Complete the following list of statements concerning trends in commercial lengths by inserting the word(s) which best complete(s) each statement.

    a. Average commercial length has been ____________ over the last five years.

    b. Today's trend is toward the ____________-second spot.

    c. ____________ exposure provides consumers a familiarity.

    d. Shorter ad may be all that is needed to spur the consumer to act and the increased response could ____________ cost per order.

12. Distinguish between testing and production cost considerations by placing a "T" in the blanks preceding testing costs and a "P" in the blanks preceding production costs.

    _____a. Local or network scope must be determined.

    _____b. Get estimates from several producers.

    _____c. Consider the cost difference, but be aware that the experience and reputation of the producer, the approach to shooting the ad, and the talent level of cast and crew all play a part in the cost.

    _____d. Testing costs should be recovered in the revenue each ad generates.

    _____e. The producer charges the cost of production plus a percentage in a cost-plus bid.

    _____f. Completion bid is the cost the producer sets for total completion of the production.

    _____g. Rollout budget can be determined by multiplying estimated sales volume times maximum acceptable cost per order.

13. Select true statements concerning film vs. videotape usage in ad production.

    _____a. The visual image desired should be the criteria in determining whether to use film or videotape.

    _____b. Videotape has a grainy, rich texture which gives the ad a soft, expensive look.

    _____c. Film gives images a sharper, cleaner look and gives the impression of being more alive.

    _____d. Film is more easily edited and preferred by most producers and directors.

TEST

14. Select true statements concerning testing and analyzing results of TV ad by placing an "X" in the blanks preceding the true statements.

_____a. Measurability is the real value of direct-response advertising.

_____b. Use the best markets revealed by the tests.

_____c. It is inappropriate to use television to test products for other direct response media.

_____d. Adjustments can be made to take advantage of the most productive areas of a market or station.

_____e. It takes months for the effectiveness of a promotion to be revealed.

_____f. Testing strategy is the same for national, regional, and local markets.

(NOTE: If the following activities have not been accomplished prior to the test, ask your instructor when they should be completed.)

15. Prepare a TV viewing log. (Assignment Sheet #1)

16. Write a TV ad promoting a product or a service. (Assignment Sheet #2)

17. Demostrate the ability to produce your TV ad using film or videotape. (Job Sheet #1)

TELEVISION ELECTRONIC MEDIA MARKETING
UNIT IV

ANSWERS TO TEST

1. a. 9
   b. 4
   c. 1
   d. 10
   e. 7
   f. 11
   g. 6
   h. 2
   i. 8
   j. 3
   k. 5

2. a, d, e, g

3. a. 1) Expensive
      2) National coverage
      3) Local
      4) 120
      5) Regional
      6) Preemptible
   b. 1) Less expensive
      2) Lower-rated
      3) Inventory
      4) 120
      5) ROS

4. Can choose specific markets at specific time to produce the most successful returns

5. a, b, d, e

6. a. Demand
   b. High
   c. Low

7. a, b, c, d, g

8. a. Attention — The first few seconds of the commercial should immediately draw attention to the message.
   b. Interest — After capture of audience's attention, tell how the product will benefit them.
   c. Desire — Turn the interest created into a desire to obtain the advertised product.
   d. Action — Transfer the created desire into action. Motivate the consumer to act immediately.

ANSWERS TO TEST

9.
   a. Begin with a well-produced ad.
   b. Stress quality of the product.
   c. Offer a guarantee.
   d. Select an announcer who conveys credibility to the ad.

10. a, b, e, f, g, h

11.
   a. Decreasing
   b. Fifteen
   c. Repeated
   d. Lower

12.
   a. T
   b. P
   c. P
   d. T
   e. P
   f. P
   g. T

13. a, d

14. a, b, d

15.-16. Evaluated to the satisfaction of the instructor

17. Performance skills evaluated to the satisfaction of the instructor

CABLE TV ELECTRONIC MEDIA MARKETING
UNIT V

UNIT OBJECTIVE

After completion of this unit, the student should be able to analyze information relating to the cable TV industry and determine where and when to advertise products on cable TV. Competencies will be demonstrated by completing the assignment sheets and the unit test with a minimum score of 85 percent.

SPECIFIC OBJECTIVES

After completion of this unit, the student should be able to:

1. Match terms related to cable TV with their correct definitions.
2. Select true statements concerning the growth of cable TV.
3. Distinguish between the advantages and the disadvantages of cable TV marketing.
4. List three ways marketers can overcome uncertainty of message delivery.
5. Complete statements concerning reasons cable subscriber lists are valuable.
6. List two ways to purchase time on cable TV.
7. Arrange in order the steps in satellite system transmission.
8. List two trends in the cable industry.
9. List three reasons cable home shopping attracts the consumer.
10. Select true statements concerning the "electronic mail" concept.

OBJECTIVE SHEET

11. Interview a cable TV station manager. (Assignment Sheet #1)

12. Determine where and when to advertise selected products on cable TV. (Assignment Sheet #2)

13. Write a brief report about the "electronic mail" concept. (Assignment Sheet #3)

CABLE TV ELECTRONIC MEDIA MARKETING
UNIT V

SUGGESTED ACTIVITIES

A. Obtain additional materials and/or invite resource people to class to supplement/reinforce information provided in this unit of instruction.

(NOTE: This activity should be completed prior to the teaching of this unit.)

B. Make transparency from the transparency master included with this unit.

C. Provide students with objective sheet.

D. Discuss unit and specific objectives.

E. Provide students with information and assignment sheets.

F. Discuss information and assignment sheets.

(NOTE: Use the transparency to enhance the information as needed.)

G. Integrate the following activities throughout the teaching of this unit:

1. Provide students with a copy of Handout #1.

2. Invite a representative of the cable TV industry to speak to class.

3. Visit your local cable TV station.

4. Provide students with examples of commercial scripts and appropriate information which may be obtained by contacting your local cable TV station. Discuss when and where the products were advertised and who the target markets were.

   (NOTE: Complete this activity prior to Assignment Sheet #2.)

5. Gather demographic information and prepare an advertising rollout using such information.

6. Coordinate a student organization activity with your local cable TV.

7. Write to Cabletelevision Advertising Bureau, Inc., 757 Third Avenue, New York, NY 10017 or call 212-751-7770, requesting current figures of how much Americans are spending for cable TV programming. Also, request information on advertising revenue for cable television, and data on audience shifts between broadcast and cable television.

8. Instruct students that they can obtain information on programming in TV Guide and local viewing logs to use in completing Assignment Sheet #2.

SUGGESTED ACTIVITIES

  9. Meet individually with students to evaluate their progress through this unit of instruction, and indicate to them possible areas for improvement.

H. Give test.

I. Evaluate test.

J. Reteach if necessary.

REFERENCES USED IN WRITING THIS UNIT

A. "1987 Cable TV Facts." Cabletelevision Advertising Bureau, Inc., New York, 1987.

B. "How Telaction Shopping Works." News release by Stuart C. MacIntyre, president of Telaction. February 1987.

C. Moin, David. "Penney's Goes Interactive." *Women's Wear Daily*. March 1987.

D. Haws, Donald R., vice-president of operations, J.C. Penney. Letter to author. June 1987.

E. Dagnoli, Judann. "Home Shopping Net Expands its Game Plan." *Advertising Age*, June 1987.

F. Dilbeck, Lettie. Conversation with Bill Fort, Stillwater Multimedia Cable Advertising Sales, October 1987.

SUGGESTED SUPPLEMENTAL MATERIAL

Film — "Telecommunications — Technology and Devices". MPC Educational Publishers, a division of John Wiley and Sons, Inc. 3839 White Plains Rd., Bronx, NY 10467-5394.

CABLE TV ELECTRONIC MEDIA MARKETING
UNIT V

INFORMATION SHEET

I. **Terms and definitions**

A. Cablehead-end — The receiving location where all signals received are fed into customer's home cable television

B. Cable TV — Distribution of audio/visual signals by means of a wire (cable) system as opposed to open air (broadcast) system

C. Coaxial cable — Insulated hollow copper cylinder containing a signal wire conductor to transmit signals

D. Electronic mall — A shopping place which is accessed through cable carrier and television and telephone

E. Fulfillment — Completion of an order

F. Measurement tool — Technique used to provide enough data to measure audience and prove performance

G. Narrowcasting — Aiming a broadcast at a narrowly defined area or audience

H. Queue — Sequence of messages or jobs held in auxiliary storage waiting to be sent

I. Satellite transmission — Beaming and receiving signals via satellites

II. **The growth of cable TV** (Transparency 1)

A. Subscribers are increasing.

B. American households spent approximately $12 billion for cable programming in 1987.

C. Cable companies' advertising revenue will continue to rise dramatically.

D. Broadcast affiliates' audience is declining.

E. Viewership of ad-supported cable continues to grow.

INFORMATION SHEET

III. Advantages and disadvantages of cable TV marketing

A. Advantages

1. Cable channels have narrow program formats.

   EXAMPLE: All news, all sports, all music

2. Narrowcasting produces an audience with similar characteristics.

3. Marketers can target a specific audience.

4. Operation within individual communities makes it possible to select specific areas for an advertising message without paying to reach people outside the target area.

5. Effective costing enables the advertiser who cannot afford traditional television to take advantage of sight and sound video.

6. Greater frequency of exposure is possible due to cable's effective cost and availability of advertising time.

B. Disadvantages

1. Cable industry lacks the audience measurement tools that the national networks (NBC, CBS, ABC) have in place.

   EXAMPLE: Nielsen ratings

2. Marketers cannot make certain that their sales message will be viewed due to lack of measurement tools.

IV. Ways marketers can overcome uncertainty of message delivery

A. Segment their audience

(NOTE: A subscriber list contains demographic information which marketers can use to key products to those subscribers.)

B. Target specific programs

C. Include a measurement tool in their cable TV marketing technique

(NOTE: The technique used could provide enough data to measure audience and direct sales or leads could prove performance of the ad.)

INFORMATION SHEET

V. **Reasons cable subscriber lists are valuable**

A. Offers a vast amount of demographic information

B. Can use the information to introduce products to potential customers

EXAMPLE: Demographic information could reveal a subscriber was a female, unmarried, age 35, career oriented, with an income above $50,000; subscriber could be a potential customer for a BMW.

VI. **Two ways to purchase time on cable TV**

A. Spots can be purchased from local cable system to be televised within the system's area.

B. Spots can be purchased from one of the cable network program suppliers that transmit their signals by satellite to local cable systems.

VII. **Steps in satellite system transmission**

A. Cable networks beam their signal to an orbiting communications satellite.

B. Signals are sent back to cable systems that have receiving dish.

C. Cable operators then distribute the programming to their subscribers via coaxial cable.

(NOTE: Superstations such as WTBS-Atlanta and WGN-Chicago transmit their signals to cable systems all over the United States.)

VIII. **Trends in the cable industry**

A. There is an industry wide trend to develop new and innovative programming.

EXAMPLE: Infommercial, 30-60 second presentation offering information

B. Efforts to raise consumer awareness levels and stimulate viewership are being made.

IX. **Reasons cable home shopping attracts the consumer**

A. The viewer can choose to watch all or part of the shopping program.

B. The viewer can shop from his or her home at any time.

C. Buying decisions can be made with little pressure from outside sources.

INFORMATION SHEET

X. The "electronic mall" concept

EXAMPLE: Telaction, J.C. Penney Company's electronic home shopping system

A. Consumers, in their own living rooms, can buy or "browse" through several stores.

B. Requirements needed are a touch-tone telephone, cable TV, and a credit card.

C. After consumers select the store and the product they want, video images of the product appear on their TV screen.

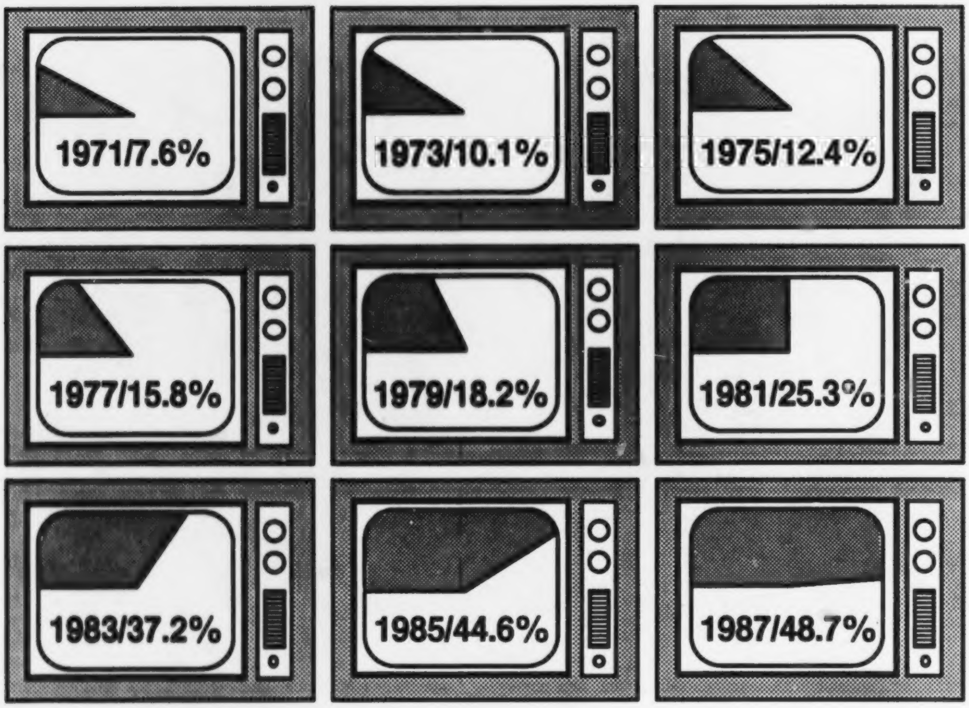
(NOTE: This is an excellent medium to introduce new products.)

D. Price, charges such as tax and delivery fees, materials used to manufacture the product, its country of origin and other information may be shown.

E. Fulfillment and distribution is made through each store.

Cable Television: How It's Grown

Percent of homes with television subscribing to cable

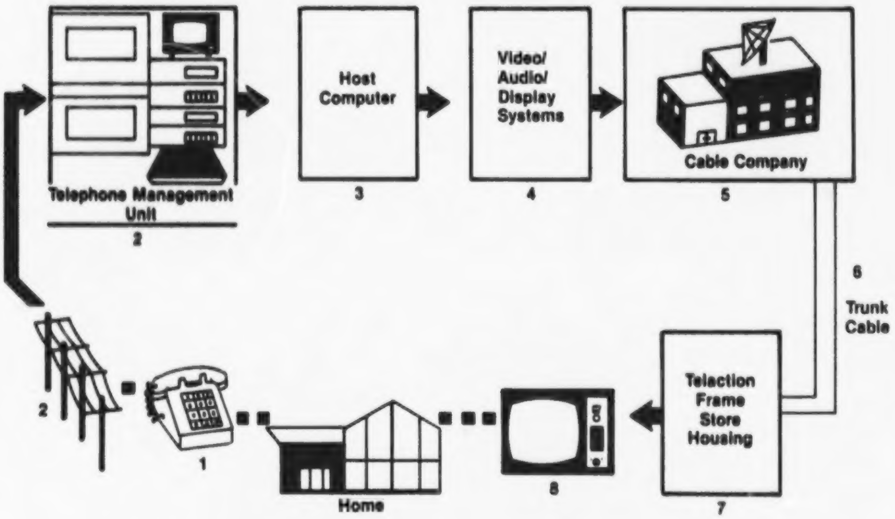


Source: A.C. Nielsen Co.

NEA Graphic

CABLE TV ELECTRONIC MEDIA MARKETING
UNIT V

HANDOUT #1 — HOW THE TELACTION SHOPPING SYSTEM WORKS


Telephone Management Unit
2
Host Computer
3
Video/ Audio/ Display Systems
4
Cable Company
5
6
Trunk Cable
Telaction Frame Store Housing
7
8
Home
1
2

1. Consumer uses a touch tone telephone to access the number.
2. The signals run along the public network to Telaction's telephone management unit.

   (NOTE: This is essentially an AT&T product.)
3. The unit translates signals into instructions that can be interpreted by Telaction's host computer.
4. The computer then directs Telaction's video and audio display systems to send a particular product presentation to the consumer.
5. The visual frames that the viewer has selected and the accompanying audio are forwarded to the appropriate cable company servicing the customer's home.
6. The visual frame is transmitted down the trunk cable.
7. A separate signal sends the frame to a Telaction frame-store unit located on a pole in the consumer's neighborhood. Each unit serves about 15 cable subscribers.

   (NOTE: If a consumer is using the system, the other homes served by the frame-store unit will be able to view the same frames that the user is watching, but will not be able to sign on and control the process until the first user has completed his or her shopping. On these rare occasions, the consumer is put into a queue and is called back automatically by the telephone management unit when the Telaction service becomes available.)
8. The frame-store unit holds the frame and sends it as a picture with audio to the consumer's TV set.

   (NOTE: All of this happens instantaneously. Once a customer presses his or her phone ordering a new frame, it will be displayed on his or her TV screen in one second or less.)

CABLE TV ELECTRONIC MEDIA MARKETING
UNIT V

ASSIGNMENT SHEET #1 — INTERVIEW A CABLE TV STATION MANAGER

NAME ____________________ SCORE ____________________

Directions: Interview a cable TV station manager and ask the following questions and any of your own.

A. Why are cable TV subscribers increasing?

B. How can marketers measure their message effectiveness on cable TV?

C. What are the characteristics of cable TV viewers?

D. Why are cable subscriber lists valuable?

E. What are the ways to purchase time on cable TV?

F. How does satellite transmission occur?

G. What are the industry trends in the cable TV industry?

H. How do you sell advertising on your cable TV?

I. Does your cable TV company have a monopoly in your area?

ASSIGNMENT SHEET #1

J. Do you have plans for other ventures?

K. What can cable TV advertising do that other TV advertising cannot?

L. What channels have highest number of ads and best response?

M. What are some careers available in the cable TV industry?

N. What is the training and/or education needed?

List your own questions below.

CABLE TV ELECTRONIC MEDIA MARKETING
UNIT V

ASSIGNMENT SHEET #2 — DETERMINE WHERE AND WHEN TO ADVERTISE SELECTED PRODUCTS ON CABLE TV

NAME ____________________ SCORE ____________________

Marketers using television to advertise and promote products must first define the user of the product or service. This is referred to as market segmentation. In segmenting the market, many variables must be identified.

Below is a list of variables to help you determine where and when to advertise on TV. A variable could be very important or not important at all. The product and the potential customer determines the importance of a variable.

1. Age
2. Sex
3. Race
4. Nationality
5. Income
6. Educational level
7. Occupation
8. Family size
9. Family life cycle
10. Religion
11. Home ownership
12. Social class
13. Volume usage
14. Benefit expectations
15. Brand loyalty
16. Price
17. Urban
18. Suburban
19. Rural
20. City size
21. County size
22. State size
23. Market density
24. Climate
25. Terrain
26. Personality attributes
27. Motives
28. Lifestyles

ASSIGNMENT SHEET #2

Directions: Choose four unrelated products which you would like to advertise on TV. Using the list of variables, determine the target market for each product. Then, select specific TV programs in which to air your commercials.

Product	Target Market	Specific TV Program
1.		
2.		
3.		
4.		

List reasons why you chose the specific TV program for each product.

Product #1

Product #2

Product #3

ASSIGNMENT SHEET #2

Product #4 ____________________

How would you measure the performance of these commercials?

Product #1 ____________________

Product #2 ____________________

Product #3 ____________________

Product #4 ____________________

CABLE TV ELECTRONIC MEDIA MARKETING
UNIT V

ASSIGNMENT SHEET #3 — WRITE A BRIEF REPORT ABOUT THE "ELECTRONIC MALL" CONCEPT

NAME ____________________ SCORE ____________________

Directions: Write a brief report concerning reasons *you* believe the "electronic mall" concept will be successful or unsuccessful. Use the space below and reverse side of sheet.

(NOTE: Refer to Objective X to review basic reasons, but base your responses on your personal opinion.)

CABLE TV ELECTRONIC MEDIA MARKETING
UNIT V

TEST

NAME ______________________ SCORE ______________________

1. Match the terms on the right with their correct definitions.

______a. The receiving location where all signals received are fed into customer's home cable television

______b. Completion of an order

______c. A shopping place which is accessed through cable carrier and television and telephone

______d. Insulated hollow copper cylinder containing a signal wire conductor to transmit signals

______e. Beaming and receiving signals via satellites

______f. Sequence of messages or jobs held in auxiliary storage waiting to be sent

______g. Technique used to provide enough data to measure audience and prove performance

______h. Distribution of audio/visual signals by means of a wire (cable) system as opposed to open air (broadcast) system

______i. Aiming a broadcast at a narrowly defined area or audience

1. Cablehead-end
2. Cable TV
3. Coaxial cable
4. Electronic mail
5. Fulfillment
6. Measurement tool
7. Narrowcasting
8. Queue
9. Satellite transmission

2. Select true statements concerning the growth of cable TV by placing an "X" in the blanks preceding the true statements.

______a. Viewership of ad-supported cable continues to grow.

______b. American households spent approximately $12 billion for cable programming in 1987.

______c. Broadcast affiliates' audience is rising.

______d. Cable companies' advertising revenue will continue to rise dramatically.

______e. In-house subscription rates are declining.

TEST

3. Distinguish between the advantages and the disadvantages of cable TV marketing by placing an "A" for advantage and a "D" for disadvantage in the blanks preceding the statements.

_____a. Narrowcasting produces an audience with similar characteristics.

_____b. Cable industry lacks the audience measurement tools that the national networks (NBC, CBS, ABC) have in place.

_____c. Effective costing enables the advertiser who cannot afford traditional television to take advantage of sight and sound video.

_____d. Cable channels have narrow program formats.

_____e. Marketers can target a specific audience.

_____f. Marketers cannot make certain that their sales message will be viewed due to lack of measurement tools.

_____g. Operation within individual communities makes it possible to select specific areas for an advertising message without paying to reach people outside the target area.

_____h. Greater frequency of exposure is possible due to cable's effective cost and availability of advertising time.

4. List three ways marketers can overcome uncertainty of message delivery.

a. ____

b. ____

c. ____

5. Complete the following statements concerning reasons the cable subscriber lists are valuable by inserting the word(s) that best complete(s) each statement.

a. Offers a vast amount of ____________ information

b. Can use the information to introduce ____________ to potential customers

6. List two ways to purchase time on cable.

a. ____

b. ____

TEST

7. Arrange in order the steps in satellite system transmission by placing a "1" in the blank preceding the first step, a "2" preceding the second step, and a "3" preceding the third step.

_____a. Cable operators then distribute the programming to their subscribers via coaxial cable.

_____b. Cable networks beam their signal to an orbiting communications satellite.

_____c. Signals are sent back to cable systems that have receiving dish.

8. List two trends in the cable industry.

a. ____

____

b. ____

____

9. List three reasons cable home shopping attracts the consumer.

a. ____

b. ____

c. ____

10. Select true statements concerning the "electronic mall" concept by placing an "X" in the blanks preceding the true statements.

_____a. After consumers select the store and the product they want, video images of the product appear on their TV screen.

_____b. Broadcast TV is a leader in electronic mall shopping.

_____c. Price, tax, delivery charges, and material used in the manufacture of the product may be shown on the screen.

_____d. Consumers can buy or browse through several stores.

_____e. Fulfillment and distribution is made through each store.

_____f. Requirements needed are a touch-tone telephone, cable TV, and a credit card.

TEST

(NOTE: If the following activities have not been accomplished prior to the test, ask your instructor when they should be completed.)

11. Interview a cable TV station manager. (Assignment Sheet #1)

12. Determine where and when to advertise selected products on cable TV. (Assignment Sheet #2)

13. Write a brief report about the "electronic mall" concept. (Assignment Sheet #3)

CABLE TV ELECTRONIC MEDIA MARKETING
UNIT V

ANSWERS TO TEST

1. a. 1
   b. 5
   c. 4
   d. 3
   e. 9
   f. 8
   g. 6
   h. 2
   i. 7

2. a, b, d

3. a. A
   b. D
   c. A
   d. A
   e. A
   f. D
   g. A
   h. A

4. a. Segment their audience
   b. Target specific programs
   c. Include a measurement tool in their cable TV marketing technique

5. a. Demographic
   b. Products

6. a. Local cable system
   b. Cable network program suppliers

7. a. 3
   b. 1
   c. 2

8. a. There is an industry wide commitment to develop new and innovative programming.
   b. Efforts to raise consumer awareness levels and stimulate viewership are being made.

ANSWERS TO TEST

9. a. The viewer can choose to watch all or part of the shopping program.
   b. The viewer can shop from his or her home at any time.
   c. Buying decisions can be made with little pressure from outside sources.

10. a, c, d, e, f

11.-13. Evaluated to the satisfaction of the instructor